

PITCH FORMULAS

Use all the following in your pitch to get to the essence of your story:

- GENRE
- PROTAGONIST
- SITUATION
- PROBLEM
- STAKES

Write the Pitch IN THE TONE and FLAVOUR of THE STORY

THREE ESSENTIAL QUESTIONS to consider when pitching:

- What must your protagonist do?
- What is the objective and why is it necessary?
- What will happen if the protagonist fails?

And try these two from Max Addams "*Screenwriter's Survival Guide*":

FORMULA FOR PLOT DRIVEN SCRIPTS:

(Title) is a (genre) about (protagonist) who must (objective) or else (dire thing that will happen if protagonist fails).

FORMULA FOR CHARACTER DRIVEN SCRIPTS:

(Title) is a (genre) about (protagonist) who (inciting incident that creates the situation the story revolves around).