



Malin Entertainment
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PITCH PERFECT

Strike Updates

After more than three weeks, the WGA strike continues – and we all know that a certain level of commitment will be required to end it, as well as to prevent more disruption from both the SAG-AFTRA and DGA. According to [The Hollywood Reporter](#), the upcoming Fall is not looking good on the small screen, with a lot of the new seasons and shows being delayed.

Meanwhile, we will follow up on our [last newsletter](#) and list some tips on pitching a project (that already got some attention) to a board of executives. If you missed out on how to prepare your pitch's first round, click on the link above.

Second Round

For the second round, we are not talking about a concise pitch. This grab-their-attention phase is over. You will need the opposite: have an explanation for each plot, character, narrative, format, background, location, and other choices your project stands for. Your pitch will be long, and probably take multiple sessions. So be prepared to defend and conquer your prospective buyers.

Tip: You usually only get one shot, so take your time preparing it. But remember: you don't want to bore anyone, since you may come back to pitch another project.

Pitch Script

Good thing if you are (or have around you) a screenwriter because you will need to prepare a full pitch script to follow during the meeting. You will go over:

- your motivation for creating the project
- the best cast you have in mind (even if they are out of reach)
- a detailed description of all characters, their emotions, and motivations
- a detailed (up to five pages) prose on your first season
- a conclusion that really wraps it all together

Tip: Usually, this pitch will take around 30 minutes (most likely on a video call).



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Pitch Presentation

During the pitch, you will need a visual, dynamic, colorful, and coherent presentation. All the items listed above need to be addressed in imagery while you verbally throw your ideas to the execs.

Tip: Make sure you time verbal and visual presentations together.

Pitch Teaser

We also suggest you put together a pitch video (30 seconds to one minute) to show during the presentation with the zeitgeist of your project. In other words, a collage of themes and plots that will be addressed during your pitch, but in motion (nobody wants a PowerPoint within a PowerPoint).

The main goal here is to deliver a catchy pitch so listeners won't have time to blink. Here are some of the elements you can also make your teaser about:

- the reason you created/licensed the project
- a narration of the plot and characters
- a short video or presentation of the IP you are basing your project on (if applicable)
- a video testimonial from an attached talent, IP creator, or associate producer

Tip: You can even have two videos, one at the beginning and another towards the end.

Entertaining to Sell

Funny enough, we found out that entertaining is key to selling entertainment projects! You don't want a flat pitch. You don't want a one-format pitch. You want a breathtaking presentation of what will be the most high-concept, innovative, refreshing project in town.

For inspiration, read at [Variety](#) about the projects that won the "Marketing Pitch" at the Zurich Film Festival.

Tip: A good round-two pitch needs to be professionally rehearsed many times. The whole process is an inception into itself, it may take many weeks or a few months to get ready.



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Executive Pitch Class

This can be overwhelming, but organization is key to selling any audiovisual project. That is why we are offering the only Executive Pitch Class of 2023 on how to prepare a pitch and what buyers are looking for in a presentation. It will be fully online, with four live weekly sessions.

If you think this class may help you, please email us at info@malinentertainment.com with your timezone. We have limited availability so everybody can work on their professional pitch. Join the waitlist asap. Get ready to strategize and be prepared for when the strike is over!

Warm Regards,
Laura

[COACHING](#)