



Malin Entertainment  
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## HOW TO PITCH

### Ways to Sell a Project

According to the WGA strike guidelines, members are not allowed to write, pitch, or negotiate (please consult [WGA](#) for rules). The damage is huge and unfolding, but while many shows have been immediately affected (take a look at [Vulture](#) for a list), we know that a writer's imagination does not stop.

Expectantly, many new (and successful) shows will spring from the present times, when pens are down but minds are rushing. And hopefully, writers will get paid top dollar to develop them in the near future.

Meanwhile, here are some recap and updates on how to prepare to pitch a project.

### Elevator Pitch

The old elevator pitch is just the first step in selling your project. As [Forbes](#) explains, the 30-second promotion of your project (and/or skills) needs to be filled with enthusiasm. But don't get over-excited: it will only take you to the first round of interviews.

Tip: keep in mind that communication is not what you say, but what people understand.

### Teaser

Making a short video of your project – no more than three minutes – to send to prospective financiers and distributors (studios and streamers included) is one of the most effective ways to get someone to engage in your content. It can be done with original footage, but also with references from other films, TV series, and online images.

Tip: don't get attached to the idea of telling your story in chronological order – mix it up and start with the most impactful plot. Remember that humans have a short attention span (read more about it in our March [newsletter](#))

### First Round

Of course, once you delivered your elevator pitch or send a teaser, you need to have supporting material. Just in case the miracle happens: someone wants to hear more! For a TV show, have a pilot ready. For a film, a good script (please, never the first draft). In the case of a documentary, a synopsis with the list of people that will be interviewed.

Tip: if you are still looking for development money, you may submit a treatment or an outline, alongside a pitch deck, mood deck, and/or a bible.



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### **Pitch Deck**

It is a shorter version of the bible. The deck should include information about your project in a very catchy way. Here are the basic items:

- a plot synopsis
- references, comparables, and relevance (extremely important)
- first season arc (in the case of a TV series)
- a brief description of the characters (main characters always come first, with a longer description)
- a list of the main locations (include pictures)
- a final "who you are" section

Tip: check out this interesting video about STRANGER THINGS' pitch deck on the independent filmmaking website, [No Film School](#)).

### **Mood Board**

This is usually used when a director is already attached to the project – but many screenwriters are visual beings who like to create this tool to better communicate their vision. It will give the investor a filmic conceptualization of the project.

Although the mood board is a very important pre-production element, it has been used – more and more – to sell the identity of a project. Keep in mind that it does not need to be detailed, just a peek into your project's universe.

Tip: Check out this interesting article about PUSS IN BOOTS' mood board references in [The New York Times](#).

### **Second Round: Keep Posted**

Our next newsletter will take you into round two of pitching. Keep an eye on your email in a couple of weeks to find out how to prepare a longer pitch when you already caught the buyer's attention.

Don't forget: WGA members can think about an on-spec pitch but be aware that pitching (or writing) itself is not permitted during the strike. Check out some important points on [LA Times](#). Please respect the picket lines!

Take care,  
Laura

**BUSINESS**