

Points to Consider when Pitching A TV Fiction Series

THE SERIES VERBAL PITCH includes: the details*/series teaser*/ series short synopsis*/the world/the tone/the main characters/the theme/why you/why now/the unique selling points/the creative team highlights

THE BIBLE is the sales document – crisp, easy to read, sometimes including pictures that resonate, compelling, dynamic. The Bible includes: the details/series teaser/series short synopsis*/the world/the tone/the main character descriptions*/the theme(s)/The arc of the series / pilot episode, episode short synopses/ future season arcs/why you-why now/creative team highlights. Contact Information.

THE LOOK BOOK is a visual document to communicate the series. It will include a short series synopsis, themes, and using visual images illustrate the tone and feel of the show, its world, the characters. Contact Information. It includes very few words.

THE PITCH DECK: is the Bible and Look Book rolled into one. But with less words and descriptions found in the Bible.

THE 'ONE PAGER': Keep it short, clear, compelling

It should include:

- The Details*
- The Series short synopsis*
- The Series longer synopsis* focusing on the arc, conflict for the main character(s)
- The world of the show
- The theme(s) (why we care)
- The Creative Team Highlights
- Contact information

***The Details include:**

- Genre
- Format: episodic/procedural/serial
- Number of episodes/length/seasons
- Your role

***The Series Teaser:** A compelling one or two liner that

- hooks the audience
- nails the idea, the big question
- doesn't give too much away
- leaves them wanting more

***The Series Longer Synopsis includes:**

- The inciting incident
- the set up of who
- the dilemma or conflict
- the overarching theme
- the tone
- the action/arc – the lead character(s) journey to pursue their goal over the
- the goal – where the story is going
- the resolution or cliff hanger
- what compels the audience to watch

***Lead Character descriptions** should include

- brief backstory
- overall objective
- conflicts
- first season arc
- inter relationships.

All elements should feed into and support the overarching theme.

Through the Series Short Synopsis, the theme(s) or central question is identified (eg. Game of Thrones "what price is power?" House of Cards "What is truth?")

Although generally the format needs to be familiar, through character, plot twists, approach to storytelling, it's important to identify what are the unique selling points.