

The Pitch

One sheet

Less is more. A strong
simple visual always
helps.

Many broadcasters, distributors, producers, financiers etc. prefer to receive a one-sheet in advance of their meeting with you, and many like to receive a one-sheet at your meeting for future quick reference. Always have an extra copy with you and call in advance to find out specifically what kind of support material that they may want to see. Everyone may be different in this regard, so it's best to be prepared.

Never present a one-sheet at the beginning of any meeting as it can distract your audience from connecting with you personally.

The one-sheet should be visually engaging and informative. If you use specific examples or references in the copy of your one-sheet look to using different examples or references in your verbal pitch to reassure your audience that you have a wealth of specifics to draw from. Remember that a pitch on a page shouldn't translate verbatim into your verbal pitch.

If, in your conversation, some of the ideas for the project change or evolve from what you have included in your one-sheet, do not leave the existing one-sheet behind, as it is already "out of date". Promise to send an updated version as soon as possible and then be very sure to follow up.

Each one-sheet may vary in its visual presentation but remember that less is more. You want to have lots of white space on the page to invite your audience to read the material. A strong, simple visual always helps.

The one-sheet generally includes most, if not all, of the following information. Please note: If you are a writer looking for a producer, some of this information would not be available to you until you have a producer on board:

- Title
- Format
- Program length
- Genre
- Budget
- Status to date (\$ and partners committed)
- Intended audience (specifically with children's programming)
- Short Synopsis (2-3 sentences, 60-70 words)
- Long Synopsis (3-4 paragraphs 300- 350 words)
- Key Creative Team Highlights: Credits/Bio
- Contact name and information

