



TV PITCH TEMPLATE

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The Writing Pad
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Please Note: This document was prepared by La'Chris Jordan who was in attendance at "TV Pitch Drama" presented by Nathan Varni, Director, Current Programming, ABC, at the Writing Pad in Los Angeles on July 16 and 23, 2018. This document was copied from a class handout and is being distributed for educational purposes only.



Preparing a Pitch Document

The broad outline on the following pages may be helpful as you think about your show.

1. Personal Stories and connection to the idea

- Networks are most seduced by feeling a creator's personal connection to the series he or she is trying to create (i.e., experiences/emotions that intersect with those you want to create.)
- As an example, one of the most compelling pitches I've heard was from a novelist who was working as an LA homicide detective while writing/pitching. His authenticity was electrifying because his care for his work and his drive to tell stories about what he had experienced was palpable.



➤ 2. The Teaser

Pitch out a tease that grabs your audience that is **visual**, gives a sense of the world, tone and setup of the show.



3. The World

After you have grabbed our listener, tell us what the **world** is and why you want to do a show about it.

> 4. Themes and Concepts

- What is the show about?
- What are you saying with the show?





5. Anecdotes

- Give an anecdote that gets people to understand the potential of the series.
- This could be a teaser or a portion of the pilot that really helps show the style and tone of the show and the main character.





6. The Characters



- Outline your characters in order of importance, allowing what makes each one distinct to shine through (quirks, traits, backstory). For the sake of time, describe the main **3-4 characters**.
- Discuss character dynamics, how each character relates to each other and what their point of views are about each other, particularly how they relate to the hero.
- Each character should have a good story to describe them. This helps prevent the character portion from being too much of a laundry list. Tell us about love triangles, rivals, love interests, etc.



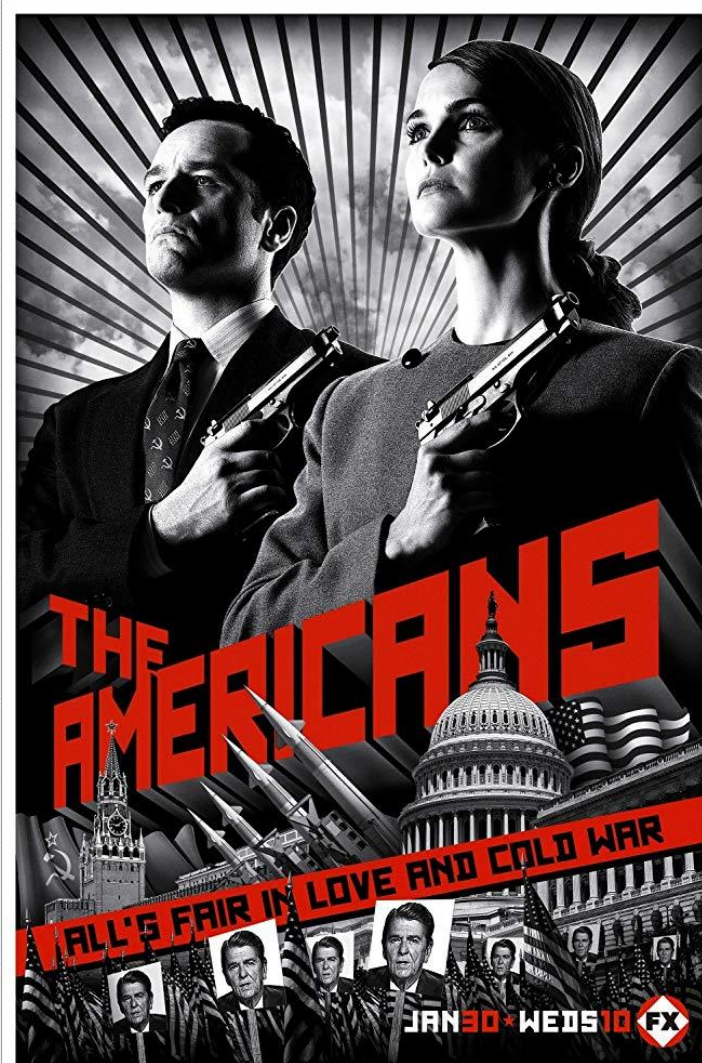
7. Tone of the show



- You want to make sure you have clearly established the tone of your show. Discuss examples of what is similar to it tonally: e.g., BOURNE, 24, INCEPTION, OZARK, etc.
- Discuss pacing, type of humor, look and feel, etc.
- **Special note:** You may want to briefly discuss the tone of your show again in the wrap up at the end.

> 8. The Pilot

- Provide **broad strokes** of the pilot. Do not go beat by beat or act by act.
- Provide key plot points which helps establish character and setup.
- Also, your pilot needs to serve as an example of what a typical episode would look like (i.e., an example of a close-ended story and examples of character conflicts).



9. Week to Week

- What is the episodic nature of the show? What happens each week?
- For example, in HOUSE, House solves a medical problem that he and only he can solve while the relationships between him and his staff play out, etc.
- Discuss what an **episode** of your show looks like, where you want to go in the series, potential storylines and character arcs and entanglements.



Final Thoughts

Again, this is just a broad outline, but the elements here are the ones that are essential for a TV pitch. The key thing in all of this is to elicit **emotion** throughout. Successful TV series are all about bringing viewers inside the lives of the characters on an ongoing, weekly basis. How you present this to buyers/producers in the earliest stages set the tone for how they deal with you, respect you and root for you to win on a daily basis.



Hopefully this information will be helpful as work on your pitch. Feel free to stay connected!

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