

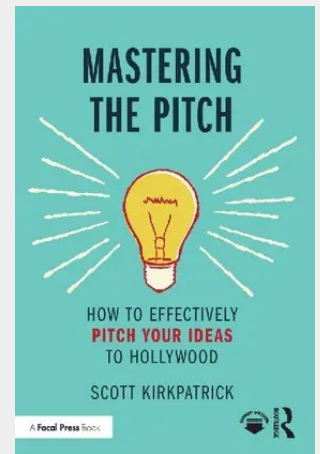
Kirkpatrick

Mastering the Pitch

How to Effectively Pitch Your Ideas to Hollywood

Told from the perspective of a Hollywood executive with nearly 20 years' experience professionally pitching and distributing film/TV projects, Mastering the Pitch reveals all the nuanced details of the pitching process. Readers will gain valuable insights into how the Hollywood system operates, improve their professional pitching skills and gain a competitive edge in getting their ideas from concept to greenlight. This book covers: - how projects are packaged and developed before a pitch - how a pitch presentation happens in a real-world setting - the core concepts required to pitch each genre type - how professional companies actually acquire a pitched project - the legal workflows and financial details required to put a deal together - examples of pitch documents, presentation materials and how these elements should be designed - how to build your personal brand so that you're seen by Hollywood decision makers as someone capable of delivering great projects; and - how you should speak to professionals about the business viability of your projects Mastering the Pitch is a valuable crossover text, designed to help both students and veteran film/TV producers alike hone their pitching and presentation skills.

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