RAFA’S PITCH GUIDE

11/30/20

1 - Personal Story/Attention Device (i.e. why you)
   What personal anecdote connects you to this series?
   What makes you the right person to tell this story?

2 - Series Summary/Storyworld (i.e. why now)
   Your story in one sentence (i.e. your logline)
   Your comps, if any
   Why this story is relevant right now (hint: themel)
   Time and setting
   Style and tone

3 - Character Descriptions
   In-depth analysis of your main characters (in order of importance)
   Background and POV (how does their POV pertain to the theme?)
   Clearly define character dynamics
   Possible to add future storylines to better define your characters

4 - Pilot Breakdown
   Strong Teaser
   Broad strokes (comedy or drama)
   In-depth episode breakdown (genre)
   Key plot points

5 - Series/Season One Breakdown
   What happens during your series?
   What do your episodes look & feel like?
   Season arch of each character
   Themes you are excited to tackle
   Talk through future seasons
   Design at least three sample episodes, if necessary

6 - The wrap-up (i.e. the sell)
   Final writer’s statement
   What do you want to leave executives with?