



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: theme!)
 - 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?