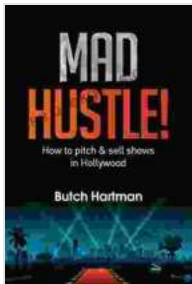


# How to Pitch and Sell Shows in Hollywood: A Comprehensive Guide

Breaking into the television industry can be a daunting task, but with the right knowledge and preparation, you can increase your chances of success. This guide will provide you with a comprehensive overview of the process of pitching and selling shows in Hollywood, empowering you to navigate the complexities of the entertainment industry and maximize your potential.



## Mad Hustle: How to pitch & sell shows in Hollywood

by Butch Hartman

★★★★☆ 4.6 out of 5

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Enhanced typesetting : Enabled  
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## 1. Understanding the Television Market

Before you start pitching your show, it's essential to understand the current television landscape. Research different networks and streaming platforms to identify their programming needs and target audiences. Consider the following factors:

- Channel demographics and viewership patterns
- Current programming trends and popular genres
- Open slots in the network's schedule
- Budget limitations and production schedules

## **2. Developing Your Pitch**

Your pitch is the first opportunity to make a strong impression on potential buyers. It should be concise, compelling, and attention-grabbing. Here are some key elements to consider:

### **Logline**

A one-sentence description of your show that encapsulates its core concept and sets it apart from others.

### **Synopsis**

A brief overview of your show's premise, main characters, and central themes. Keep it to a few concise paragraphs.

### **Target Audience**

Identify the specific audience you believe will be most interested in your show. Provide details about their demographics, viewing habits, and interests.

### **Pilot Script**

A well-written pilot script is crucial for showcasing the tone, style, and characters of your show. Make sure it's polished, engaging, and leaves the

reader wanting more.

### **3. Researching Potential Buyers**

Identify the networks and streaming platforms that are most likely to be interested in your show based on your research of the television market. Study their programming lineups, development executives, and submission guidelines. Attend industry events and connect with people in the entertainment business to build relationships and stay informed about upcoming opportunities.

### **4. Networking and Building Relationships**

The entertainment industry is all about relationships. Attend industry events, join screenwriting groups, and connect with producers, agents, and executives on social media. Building relationships with key players can open doors to opportunities and provide valuable feedback on your projects.

### **5. The Pitch Meeting**

When you secure a pitch meeting, prepare thoroughly. Practice your pitch until you can deliver it confidently and concisely. Dress professionally, arrive on time, and bring all necessary materials, including your pitch deck, pilot script, and any other relevant documentation.

Be prepared to answer questions about your show and your vision for its development. Be open to constructive criticism and feedback, and use it to refine your pitch for future presentations.

### **6. Follow-Up**

After the pitch meeting, follow up with the executives who heard your pitch. Thank them for their time and reiterate your enthusiasm for your project. If they expressed interest, inquire about the next steps in the development process and keep them updated on your progress.

## **7. Packaging Your Show**

If your show is picked up for development, you will need to assemble a team of producers, writers, and actors to bring it to life. This is known as "packaging" your show. Seek out talented and experienced individuals who share your vision and can contribute their skills to the project.

## **8. Pilot Production**

Once your show is packaged, you will move into the pilot production stage. This is where you will shoot a pilot episode to showcase the concept, characters, and tone of your show. The pilot is essential for securing a series order, so ensure it is of the highest quality and effectively captures the essence of your vision.

## **9. Series Development**

If your pilot is picked up for a series, you will enter the series development phase. This involves writing additional episodes, assembling a writer's room, and hiring a showrunner to oversee the production of the series.

Series development is an ongoing process that requires collaboration, creativity, and a deep understanding of your show's DNA. You will need to stay engaged and responsive to the needs of the network and the audience throughout this phase.

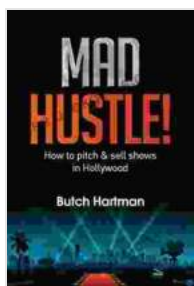
## **10. Marketing and Promotion**

Once your show is ready to air, you will need to develop a marketing and promotion strategy to generate excitement and build an audience. This may involve creating trailers, running ads, engaging in social media campaigns, and attending events to promote your show.

Marketing and promotion play a vital role in the success of your show, so invest time and effort into developing a comprehensive strategy that resonates with your target audience.

Selling a show in Hollywood is a challenging but rewarding endeavor. By understanding the market, developing a compelling pitch, researching buyers, building relationships, and following a strategic approach, you can increase your chances of success. Remember, persistence, creativity, and a passion for your project are essential ingredients for navigating the entertainment industry.

With the right mindset and a comprehensive plan, you can turn your dream of selling a show into a reality, bringing your unique vision to life and captivating audiences around the world.



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