**TITLE OF PROJECT**

**EPISODE AND SERIES FORMAT** -- *An 8 x 30 min scripted comedy series; A 5 x 5 min web series, etc.*

by

**YOUR NAME**

**LOG LINE** --- *One or two sentences (or just a few well-chosen words) that grab your reader’s imagination and capture the essential conflict and plot of your project*.

Paragraph 1

Introduce your story world, the central idea of the project and your characters using well-crafted sentences that lay out the essential four Cs of storytelling:

* Concept
* Characters
* Context
* Conflict

Paragraphs 2 and 3 (maybe 4)

Expand on Paragraph 1. Branch out and explore the story world. Give your reader the broad strokes as to what the episodes will be like (or what you think they’ll be like) and, as you do, help your reader get to know a bit about your main characters as those characters experience their world. Story engine? Don’t make your reader guess what it is. If you’re pitching a comedy, what will drive the laughs? If it’s a character drama, who are the characters and why do we care? What horrible, wonderful, brilliant, angsty things do they get up to, learn from? Or not.

And while you’re doing that, remember this is not about describing what it’s like (i.e., fast-paced, heart-warming), this is about getting your reader to experience what it’s like. If it’s going to be fast-paced or heart-warming, your reader should be able to get that from your writing. If you’re doing a comedy, be funny on the page. If this is a multi-tissue nose-blower, do you have a sentence or two that might suggest just the slightest sniffle? Your writing is what guarantees the promise of the premise. If your writing delivers, you’ll reassure your reader you can as well.

Final Grab

Once you’ve done all that, don’t just fizzle out. Endings are just as important (if not more) than beginnings, so give your reader one last “moment”, scene or an idea that will stick in their mind. Chances are whoever is reading your pitch is going to have to summarize and pitch your project to someone else, so give them something to work with! Restate the dramatic/thematic question at the heart of your project (presented in the language of the project). Will your main character catch the serial killer or die trying? Does the world end? Whatever it is, however you choose to do it, remember you’re not using descriptors (i.e., thought-provoking, LOL-worthy), you’re writing words that will provoke some thought or are worthy of some laughs. You’re writing words that will make your reader want to know more about your project from YOU.