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Talking Points for Pitch Meetings

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1. Before the meeting – look at the company’s website and memorize the names/titles of who you are going to meet with. Learn what other shows they produce and why your show fits in with them – or does it offer them something completely different (that could be a plus too). Map out the directions to get to their studio and give yourself time to arrive at least 15 minutes early.
2. The Show/Movie/Project
 - a. POP – Logline, treatment, script
 - b. The setup/the structure
 - i. Get them involved in the conversation – ask about their experiences with doctor’s bedside manners.
 - c. What your central characters want (why would doctors participate)?
 - d. What’s the risk and the turning point (give two turning points if you can)?
 - e. Why you want to tell it
 - f. How can it be expanded – to different cities, countries, etc.
 - g. How can it be interactive – social media, etc.
 - h. Emphasize this has not been done before and nothing like it is currently in the works.
 - i. Take copies of the Pitch so you can give them out. Make sure they are clean with your contact info on them.
3. Emphasize your passion, that you have a vested interest in seeing this project through. (Not to just “sell” an idea and be gone)
4. Emphasize you are NOT a one-hit wonder and can be productive as a team player providing creative outputs in various genres and that you are UNIQUE – what is your edge?
5. Downplay lack of credits in this arena (if you have few or none) – emphasize you have an entertainment industry sensibility.
6. Emphasize that this show is about telling a compelling story that will get the audience hooked so they will tune in each and every week.
7. Emphasize the advantages of producing the show in Georgia
 - a. Cost less
 - b. Tax Incentives (up to 30% of budget <http://www.georgia.org/competitive-advantages/tax-credits/Pages/film-tv-credit.aspx>)

- c. Trained crew – Camera- Ready Communities and more (<http://www.georgia.org/industries/entertainment-industry/film-production/Pages/default.aspx>)
 - d. ATL becoming the “it” place for production
8. Be professional. Be confident, be relaxed, be enthusiastic, look neat, eat a mint before going in, be organized if you take any papers or notebooks with you. Shake the hand firmly and look them in the eye.
 9. Don’t oversell or appear desperate.
 10. Remember the first 5 minutes are the most important. But pace yourself. Don’t sound rushed and practice what you want to say. What are the strongest points of the pitch and of you?
 11. What message/impression do you want to leave them with? Make sure it will make them wanting more.
 12. Ask them who else they may recommend you speaking with – or organization you should be getting involved with.
 13. Get their card(s) so you can follow-up via email with a thank-you.
 14. Do not let the meeting end on a negative note. Thank them for their time and ask to follow up with another project, etc. Invite them back to GA so they can take a look if they haven’t been here.
 15. Here is a nice step-by-step review of pitching with a video. Good reference to have. <http://www.mahalo.com/how-to-pitch-a-tv-show/>