



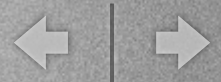
Pitching

Documentary Filmmaking 101 (MOOC)
Week 3



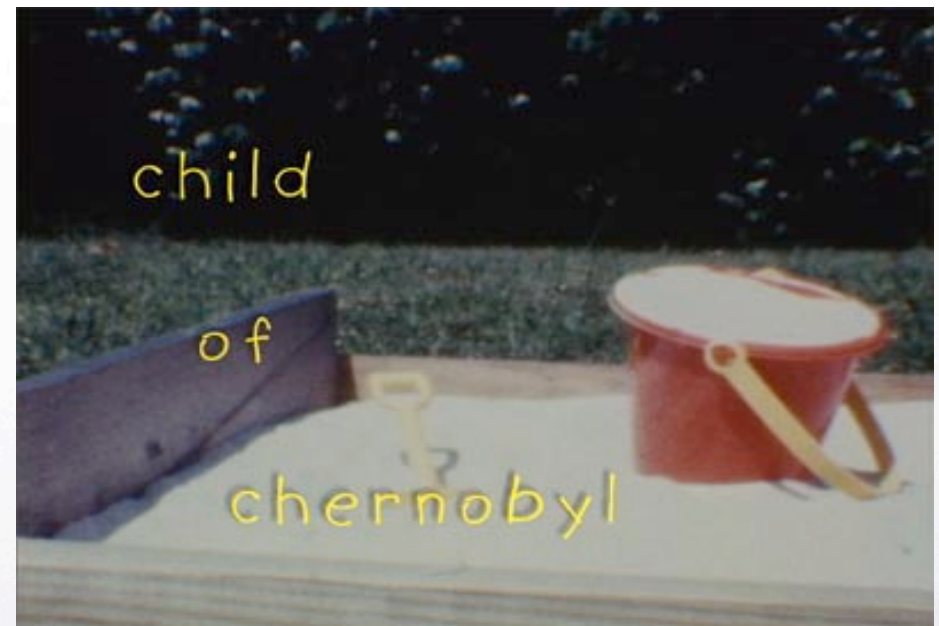
Why do we pitch?

- To attract others to your project
 - Money, In-Kind
 - Collaborators, (Crew and Subjects)
 - Festivals, Distribution, Exhibition



How to Pitch

- You must be clear about your story!
- What is it about? Beginning, Middle, End (**BME**)?
- **What** is the unfolding action? Stylistic treatment? **Different** how? **Why** is it critical you make this film (now)? **Why you?** What's your angle? Have you made contact with **your subject?**





Guidelines

- **Tell the story.** First tell us the **title** and then clearly and **succinctly** tell the story. Do not go into a long-winded back story, just tell us the story's beginning, middle and end. **Grab the attention** of the listener. If this is a short meeting, this may be your 'elevator pitch', which lasts about 60 seconds.
- The **genre**, the running **length**, the **scope** (e.g. multi-country shoot vs. shooting in your neighbourhood)
- **Why** is this an important story to tell? Why this story, why now, why are you telling it?
- **Confirm all logistics or selling points.** Do you have a **star** attached? Your subjects have all signed on and you have secured your location. You have approached an organization that will use your film. **Demonstrate that you are ready** to move forward with this project.



How to Prepare

- Write a script, memorize it, practice it, forget the script ever existed and then make it sound like it rolls off the tongue.
- Never read a pitch!
- Tell it in 60 seconds. Tell it in 2 minutes. Tell it in 5 minutes. Be prepared for any length.



Examples

- TIFF Pitch This! Leone Stars
- <https://www.youtube.com/watch?v=dUNZ5bRcsgQ>
- Practicing your Movie Pitch
- <https://www.youtube.com/watch?v=nqVhVPmKcA0>