

Pitching Advice & Resources - SER Film Festival

- 1) Video tape a 1 minute or under video of you explaining the following:
 - a) A teaser of your story aka a good log line.
 - b) Genre 1st then 2nd - Also how large of a project and what type.
 - c) The most exciting parts - how do your characters interact and change with your climax.
 - d) Focus on your characters relationship and include the five parts of a plot and don't forget the falling action and resolution. The five parts work together to build suspense, and flow together smoothly to create a unified story line.
 - e) Show your professionalism and passion along with how you're easy to work with.
 - f) Stay relaxed and show confidence, follow a script outline but don't memorize your pitch. Make it authentic and in the moment. It should be a little different every time.
- 2) Practice in front of friends first, then tape yourself, also practice in front of acquaintances or peers in the business. Try this with a mic so your used to the stage experience and the sound of your voice coming through a speaker. Make sure they are supportive peers and see if they can ask you questions about your story after.
- 3) Once you get your pitch down to a minute and have practiced and taped send a copy to larry@serfilmfestival.com before March 15th. He will get you some feedback prior to the festival.
- 4) We will tape your pitch for you you at the event and get you a copy. You can use it later to share or for critique so you can shoot a better video later.
- 5) Meet producers (Lindkeln, IMDb Pro, Events, Stage 32), ask if the are looking for a (insert genre/size of project here). If they are looking for your type film ask how to submit, tell them you have an outline or video you could send them. You can also use your new skills to pitch in other contests as well. Don't just send them your pitch, get an invite. Follow up... but not too much, this could turn them off!
- 6) Check out this wiki article for step by step advice: <https://www.wikihow.com/Write-a-Film-Pitch>
- 7) Another good YouTube source is here:

<https://www.youtube.com/watch?v=ti6JhoM2qEo>
- 1) Lastly this more business generic pitch may appeal to you as a better approach and lead to some ideas:

<http://www.pitchskills.com/pitch-resources/>