



## PITCHING

When making a film, people often approach film companies and ask for money to turn the film from an idea into reality. The initial stage of securing financial investment in a film is to pitch the idea. A film pitch is a spoken presentation – no visual aids are used. However, to make sure the pitch sounds exciting and persuasive, a maximum of 25 words should be included.

*'It's about a boy who goes to wizard school'* – the initial pitch for the Harry Potter films. These nine words convinced Warner Bros. executives to invest in, and produce, the eight hugely successful Harry Potter films that we know and love today.

In a film pitch of no more than 25 words, we need to make sure that each word works to **persuade** the person with the money that our idea is worth financing.

**What sort of language is used when trying to persuade?** Below are some examples - add at least three of your own to each column. You could describe characters or objects from the films you love. Persuasive language is usually quite over the top, so elaborate and exaggerate!

ADJECTIVE A describing word	SIMILE Comparing one thing with another thing of a different kind	METAPHOR Describing two normally unrelated things as if they are the same thing	RHETORICAL QUESTION An answer is not expected	EMOTIVE LANGUAGE Words that make you think of emotions	HYPERBOLE Exaggeration
Dazzling	He eats like a pig	You are my sunshine	Why me?	Ecstatic	As fast as a cheetah
Microscopic	As busy as a bee	She's a walking dictionary	Who cares?	Reckless	I died laughing
Mysterious	Light as a feather	The world's a stage	Why bother?	Innocent	This book weighs a tonne



## TASK

Come up with your own film idea and create a pitch for it which explains as much information about the film as possible, whilst also being engaging and intriguing. You should include information about the plot, lead characters, location, time period and genre - can you do it in 25 words or less?

Here's an example:

*A whirlwind romance between two secret agents as they valiantly battle against the horrors of single-use plastic in a decrepit post-apocalyptic Hawaii. What's next?*

Here are some helpful tips to get you started:

### What is a pitch?

- ♦ A pitch is a verbal presentation of an idea for a film. It is usually 25 words or less.

### What's the point of persuasive presentations?

- ♦ They are designed to persuade or to convince people of a point of view. Good persuasive speeches and texts tantalise the reader. Does yours do this? What is the unique selling point of your pitch? Have you got a plan?
- ♦ Persuasive texts are usually well planned and thought out, is yours? In the film industry, a film pitch may take months to create even though they are usually 25 words or less! Successful pitches can be followed by a "treatment" - a written description of the film you want to make, with some more details. This should be less than one page long.

**Once you have written your pitch, why not try coming up with a 'treatment'.**

**Here are some tips to help:**

- ♦ Have an exciting introduction to grab attention. Address the main issue and state your position. This is called an opening statement.
- ♦ Ask rhetorical questions – a question where you know the answer but say it to prove a point. Example: Did you know ...?
- ♦ Try to make opinions sound like facts. Example: "We all know that it's the best movie this year." It is also very important to use facts and elaborate on the key details.
- ♦ Persuasive writing is mainly in present tense.
- ♦ Use powerful verbs, strong adjectives and emotive language.
- ♦ Try to dare the reader to disagree with you and then prove them wrong.
- ♦ End with a summary of your key points.