

# PITCHING THE IDEA

Often it's the ability of a filmmaker to explain both what is special about the story and how it will be made that results in the film being funded. Commissioning editors are busy people who read many proposals each year. The documentary filmmaker must find ways to make their idea stand out from the crowd.

## ONE SENTENCE

This often the most difficult sentence that the filmmaker will write. How do you think about a documentary film and condense it to one sentence? It needs to be catchy and memorable. It shouldn't try to tell the whole story but it should convey the compelling journey of the film and at its simplest what it is about. (Literally one sentence.)

## ONE PARAGRAPH

The one paragraph synopsis gives a brief outline of the story by detailing clearly the idea and the style or approach of the film being proposed. It needs to be catchy and compelling. (Approx 60- 80 words.)

## ONE PAGE

In the one page synopsis, the filmmaker can talk in more detail about the way that their story will unfold. It may contain references to specific characters and events. It may also contain references to how the film might look and sound. (Approx 250-300 words.)