

# FREE SELLING YOUR STORY IN 60 SECONDS: THE GUARANTEED WAY TO GET YOUR SCREENPLAY OR NOVEL READ PDF



Michael Hauge | 150 pages | 24 Sep 2007 | Michael Wiese Productions | 9781932907209 | English | Seattle, United States

## **How to Become a Master Business Storyteller For Your Brand**

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Get your screenplay or Novel read by the major power of Hollywood - guaranteed! Get A Copy. Paperbackpages. More Details Original Title. Other Editions 6. Friend Reviews. To see what your friends thought of this book, please sign up. To ask other readers questions about Selling Your Story in 60 Seconds please sign up. Be the first to ask a question about Selling Your Story in 60 Seconds. Lists with This Book. Community Reviews. Showing Average rating 3.

Rating details. More filters. Sort order. Jul 07, Stevie rated it it was amazing. After attending a horrible pitch workshop, this book saved my pitch, just in time for a writer's conference. So when I pitched to a combined 5 producers and agents I had to tweak my pitch depending on what they were looking for, that still kept my story intact. But, after reading his book, I gained confidence in how to pitch my story, in how to think quick. After attending a horrible pitch workshop, this book saved my pitch, just in time for a writer's conference.

But, after reading his book, I gained confidence in how to pitch my story, in how to think quickly on my feet with short and to the point answers. And all 5 out of 5 loved my pitched and had incredible things to say about what they liked about my story and how excited they were to read it, not to mention they said I had an incredible pitch.

So thanks Michael, this is a must read. View 1 comment. Pretty great stuff here on pitching I must admit. It takes a more general look at it, citing advice for pitching film, tv and books. Happy that I was wrong. Jun 06, John rated it really liked it. I be able to rate this book for real, I think I'd need to have read some similar books for comparison, but I haven't. I give it four stars because I found it clear and concrete, which is important given the topic.

I dock it one star because I don't like the "Guaranteed Way" part, and it's in more than just the title; the attitude "my way is the best way and you should just do it" always bothers me. Hauge pronounced, apparently, to rhyme with "vague" covers everything from identifying the key com I be able to rate this book for real, I think I'd need to have read some similar books for comparison, but I haven't. Hauge pronounced, apparently, to rhyme with "vague" covers everything from identifying the key components of your story, to designing a pitch, targeting buyers, obtaining pitch opportunities, and more.

Most of the book, in fact, has to do with what to do after you've crafted your pitch. Having just looked through the table of contents, I find myself thinking, "I need to read this again" — a good sign. Feb 27, Gonzalo rated it really liked it Shelves: film. Michale Hauge shares years of experience and countless experiences from people who work in Hollywood to offer insights on why pitches fail and the keys to obtaining a great pitch, focusing on the elevator pitch, also referred to as the 60 seconds pitch.

Although a bit obsolete in time wrote in I wonder how many people have tried this technique till extenuation the book offers some common-sense advice and tips that are always helpful. It's a great recommended quick read before preparing Michale Hauge shares years of experience and countless experiences from people who work in Hollywood to offer insights on why pitches fail and the keys to obtaining a great pitch, focusing on the Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read pitch, also referred to as the 60 seconds pitch.

It's a great recommended quick read before preparing your pitch, which, by the way, should not even be approached until you have the essence of your craft, a good story, and a great screenplay. Oct 09, Marc Swift rated it it was amazing. You have written a story. How do you present it as an elevator pitch?

Thus the title. You have 60 seconds to 'sell' your story and get your screenplay or novel read. By far Michael's Hauge's Best Book: Short and sweet, given the heart and meaning of this generous book is presented --get ready-- from page 1 to page 13 to page 28 you will zero in and sharpen up your 'Pitch. I almost reads as his last testament, "OK, here is the best of what I have.

Run with it! Oct 24, Fee rated it it was ok. I liked the first three chapters the most. Those Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read great and truly about the pitch. The rest just wasn't for me. I wanted to learn more about pitching. I am less interested in referrals, presentation or what websites to go to for agents.

Aug 15, Micole Williams rated it really liked it. Read it for a class and I enjoyed it I like that there is not a lot of fluff. It's a short, concrete, practical and to the point. Very basic introduction and ideas. I was just one step away from returning this book. Aug 26, Jettz rated it it was amazing. Must read for any writer. Nov 12, Fabrizio Poli rated it it was amazing. This is a great book to help you really distill your story down to the essence. This is an essential skill to develop and this book teaches it in a very simple way.

Oct 20, David rated it really liked it Shelves: law. Great book if you are looking to pitch an idea in the entertainment industry. Dec 20, Todd Croak-Falen rated it it was amazing. Nice book! Plenty of great advice. I'll be typing up some notes from this one Hauge has a good tone. He's informational while still remaining helpful. Some how-to books rub me the wrong Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read because they focus too much on what NOT to do.

Hauge has a very positive style, and the book reads quickly. Pitching and selling are not my two favorite things about being a writer -- I just like to write! So I'm Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read someone like Hauge has broken it down in a clear and accessible way for me.

I'm curious t Nice book! I'm curious to check out his other title, "Writing Screenplays That Sell. Oct 08, Britt rated it it was amazing. Hauge teaches the importance of developing a strong pitch, an often overlooked but essential part of getting your work published. It doesn't matter how good your writing is if you can't convince someone to take a look at that first page, after all. The book itself feels fast-paced and entertaining; it's

full of information but I never felt bored reading it.

May 30, M.

## 30+ Pitching Tips ideas | screenwriting, screenwriting tips, screenplay

This handy compendium fills that need. Buying options. When I heard they were compiling their wisdom into a book, I was thrilled! This is a one-of-a-kind resource for the writer.

Offering synonyms and more for emotions of every stripe — as well as some sound writing advice throughout — this is just the sort of tome to have sitting within reach of the keyboard. A quick flip through the pages is sure to offer a plethora of new ideas and story possibilities. No more driving out to the countryside to bait the bull so you can describe the shape, size and smell of a cowflap. The sights, smells, sounds, tastes and textures of many urban setting are explored in this book and with its companion, The Rural Setting Thesaurus, cover locations to make your novel unique and memorable.

Yet another valuable resource to add to your writing collection. This emotional guide adds depth to your characters, meaning to your plots, and promises richer, truer, and more stirring stories. This book peels back the layers to reveal not only where the beating heart of your story lies, but how to then get it onto the page. This site uses Akismet to reduce spam. Learn how your comment data is processed.

Hello, I have recently self-published two poetry books and nearly finished my third collection. Would it be possible to get a review from you guys? I have to say it is a very clever book and refer to it often. Hi, David. I hope it comes in handy for you. Best of luck to you, though! Hi, I read the Korean trans. And I am truly surprised how you collected and analyzed all these datas. If can, I would like to hear about the process of collecting these information and how you sorted them.

Hi, Lily! The Emotion Thesaurus began out of a need Angela and I saw in our own Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read. Our characters were always smiling, frowning, clenching their fists, shuffling their feet, etc. So we started making our own lists of emotions and what happened in the body when that feeling hit. We paid attention to our own emotions and what was happening when we felt Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read.

We watched movies and made notes about what actors were doing when they wanted to portray a certain feeling. And we noted how other authors were expressing emotions in their writing. This is how we created the content.

The entries in the Emotion Thesaurus are by no means comprehensive; we encourage authors to use the same techniques to make their own notes and add to the lists. Hi, Howard! Congrats on your recent publication. But hopefully you can get lost of help on the craft of writing here. Best of luck to you! I would be fascinated to read your book Howard, as I survived one near death experience, just one. How on earth did you manage 29? The breadth of description for each emotion gives ample flexibility so that I am not enticed to repeatedly use one description.

William, thank you for taking the time to write in and tell us how this book is helping you—I am so glad to hear that it is providing the right amount of brainstorming when you need it! Hi Sue—so glad you are finding the book helpful. How do i get it in Nigeria? Is it available online?

Hi, Christy. All of our books are available for purchase on Amazon, iTunes, Nook, and Kobo. The PDF can also be purchased at Gumroad. I have written numerous children and youth musicals over the past 30 years. So, I decided instead to write them as novels. It sounded like a simple task. The more I read on the internet the more confused I got.

When I wrote the musicals, I had a group of kids and wrote character parts based on the kids who would have the main roles. Not so with converting them to novels. Anyway, I walked to the library to find a book that might help. As I began my four mile walk home walking home I started reading. Exactly two blocks from the library I rushed into a bookstore and bought my own copy. I have a lot of books on writing but only one that sits on my desk all the time.

Thank you SO much for writing these and making them available to beginning novel writers like myself. What an awesome story and an amazing testimonial! I was struggling with it, too, and one of my critique partners explained it in such a way that Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read finally understood what she meant.

And what a great idea, to turn your musicals into novels. Best of luck with your project! Hey, long time! Your tips were helpful.

I lucked into finding one of your books and I cannot tell you how pleased I was to find that there were the three of them. I knew right Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read I had to have all of them. I know they will be very helpful in the future. What a great idea for a book.

Although I have been trying to wean myself off of paper books, I will be getting them in both formats. Sadly did not see the Emotion Thesaurus in paper form. Thank you for these great books! And fear not, we have paperbacks for all our books, including The Emotion Thesaurus. We actually find that we often sell more print than ebooks, so I think many writers still prefer paper for their writing craft books. Also, any bookstore should be able to bring it in for you if you provide the ISBN number so they can order it.

So glad that you guys have a website! After downloading your books to my kindle I was thrilled to find out that you have a website too! Thank you so much for the wonderful guides that have helped me become a Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read writer and to feel more confident about how I write.

Thank you and I hope you carry on being amazing! Charlie, great to hear from you, and so glad you discovered this site, because we have a ton of tools and articles that might also be a help.

Wishing you all the best! I bought the kindle version of the Emotion Thesaurus — its amazing. In fact its so good I just bought all three books in paperback and am eagerly awaiting my delivery from Amazon.

I found this site today, excellent resource. Thanks very much for all your hard work. I use it as a great reference tool. Being able to visualize things, we all know a sad person on the edge of crying may pucker their lips. However this book also gives physical and mental descriptions of suppressing tears, allowing the author to write what is not obvious. Powered by WordPress and Sliding Door theme. Necessary cookies are absolutely essential for the website to function properly.

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## Secrets of the 3-Minute Pitch

The opportunities in Hollywood for minute pitch meetings are fairly rare, especially for newer screenwriters. But as soon as you complete your first screenplay, you'll repeatedly face the challenge of having less than 60 seconds to convince the people in power to read it. Every time you phone an agent or production company *Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read* discuss your story or script, you must be prepared to answer the question, 'What's your movie about?'

Pitch fests and conferences have further increased both the opportunities to market your work and the competition you face, making the need for a succinct, powerful, 1- to 3-minute pitch imperative. As I explain in great detail in my book *Selling Your Story in 60 Seconds* there are some of the best techniques for convincing an agent, manager or executive that your script is worth considering, plus a free bonus tip at the end.

Prepare for your pitch by thoroughly researching the people you're approaching. Using search engines, Facebook, LinkedIn, websites like IMDbpro. When you first meet an agent, manager or production company executive, briefly acknowledge him for what he's done -- or at least what his company has produced or whom they represent.

Thank him for giving up his Saturday to be at a pitch fest, or his willingness to take your call. Tell him how much you liked a specific film his company was involved in. Better yet, ask a question that shows you really liked it, and aren't just being polite: 'Before we begin, I have to ask you something. Was that scripted, or did the actress improvise it? Risk sharing something genuine about yourself as well -- your passion for writing, or how much getting to share your story with him means to you more about this later.

I know of many situations where people were persuaded to read a script that didn't sound all that good, just because they felt a connection to the writer.

It doesn't matter WHY they want to read it, only that they do. When I coach writers and filmmakers on their pitches, both one-on-one and in my seminars, this is the skill I focus on more than any other.

You can't possibly expect a manager or producer to get enthusiastic about your project if you're not. Yet I've heard pitches that sound more like grocery lists than something the writer or filmmaker wants to devote years of his life to.

Why is your story burning a hole in your soul? Why does it simply HAVE to be told? Why does it have special meaning for you? And why will audiences flock to see it?

Does it explore themes the world needs to hear? Does it grow out of your own personal pain, or longing, or ideals? Is it the type of film that made you want to be a screenwriter? Maybe you love this screenplay simply because your mission in life is to scare the shit out of people, or to make them laugh so hard that snot comes out their noses.

Passion is contagious. I've known of many stories whose plots sounded like *Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read* hours at the DMV, but the writers were clearly so excited by them that an agent said, 'OK, let me take a look. Passion is also the best possible means of establishing a relationship with your buyer see 1 above.

The people who are turned on by what they do are the fun ones to hang out with, the ones we all want to support and attach ourselves to. They're also the ones who get deals. By far the biggest mistake most writers make is to try to cram an entire plot into a three-minute pitch, rather than emphasizing only those elements that will captivate an executive. The writers take *Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read* too much of their listeners' time, and at a tightly timed pitch fest they get cut off with no remaining opportunity to get the buyers' reactions, or even to reveal the good stuff about their scripts.

As I repeatedly emphasize in my book, tape and seminars, audiences go to the movies to FEEL -- to participate emotionally in the story. It's no different with a development executive hearing your pitch. You must convey the elements of your story that will give her an emotional experience or at least the promise of one. If your buyer believes that reading your script will make her pulse race, her eyes tear up or her heart swell, she'll want to read it. Whatever your hero is trying to do, tell the listener why that seems impossible.

It's the anticipation of your hero facing insurmountable obstacles that will keep the audience, and the buyers, wanting more.

Just because you're not taking the listener scene-by-scene through your entire plot, doesn't mean you won't reveal anything that happens. While the specific events you discuss will vary from one project to the next, here are some of the major elements to consider.

What is her everyday life like before the story gets rolling? What is the unusual, interesting or compelling world she occupies? What wound from the past is she still, consciously or subconsciously, struggling to resolve? Most importantly, how will this introduction to your hero create empathy and identification with her? In other words, what finish line are we rooting for your hero to cross by the end of the film? Does he break up with his true love, or does he discover the psychotic killer isn't really dead after all and is coming after his family?

Again, don't try to reveal ALL of these; pick the ones you can succinctly convey that will elicit the greatest curiosity and anticipation in your buyer. And notice I didn't include revealing the climax of your story. If they want to know how it ends, make 'em read it. As she hears your pitch, every buyer is silently asking the same question: 'Can I sell this?'

So be prepared to mention antecedents -- box office successes that are similar in genre, tone, theme or style. And describe your hero in such a way that your story's appeal to bankable stars will be apparent. This may sound obvious, but most writers end their pitches by just letting them fizzle out, and then wait awkwardly to see if their listeners realize they're done.

My favorite exit line for any pitch is to say, 'So would you like me to send you a copy, or do you have some questions about the story?' This is also why you NEVER want your pitch to exceed three minutes -- and why one minute is even better. You have to leave time for them to discuss the story with you.

And if it's not a story they're interested in, you still have time to ask if they'd like to hear the other project you're working on. Once you've formulated your pitch, rehearse, rehearse, rehearse! Try it out on friends, members of your writers group, other writers at the pitch mart, and your inflatable doll. Know it well enough that it will sound natural and conversational, rather than memorized. Don't be afraid to use notes, but never read your pitch. Passion and dry recitation are mutually exclusive.

And don't worry about nervousness. The fact is, you're going to be nervous. This phone call or meeting is an important opportunity for you, you have a lot riding on it, you're way outside your comfort zone, and you feel like the buyer holds all the power. So nervousness is natural. The people hearing your pitch have heard a thousand stories, mostly from scared writers, and the truth is, they just don't give a shit.

I've heard all kinds of reasons for rejecting projects in my career, but never once have I heard an executive say, 'What a great story! That movie would make a hundred million bucks! But unfortunately, the writer was so nervous we had to pass. The most difficult moment in the meeting will usually be right after you've had some brief personal interchange to acknowledge the listener and establish some connection. Then there'll be an awkward pause, nobody will say anything, and you'll be wondering, 'Should I start?'

Dive right in? Ask their permission? Wait for them to say go? Go home and become a pharmacist like my mother wanted? This makes it tough to overcome your own nervousness and pull them into your story. So now I'm going to share my favorite way of opening your pitch. Don't wait for the buyer to do anything. Once the introductory connection is made, simply say, 'Let me begin by telling you how I came up with this story.'

This accomplishes many of your objectives: it puts you in control of Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read meeting; it reveals the commercial, artistic and thematic elements that make your story strong and unique; it pulls the listener into the story in the same way you were drawn to it in the first place; and by the time you hit the key character elements and turning points of your plot, it gets the buyer fully involved in your pitch.

Best of all, this is a powerful way to immediately convey the most important element of all: your passion for your story. He has worked in Hollywood for the past 35 years, and has presented seminars, lectures and keynotes in person and online to more than 70, participants worldwide. He lives in Sherman Oaks, California. I have tried every software application imaginable in quest of the perfect way to write a movie and when I put Movie Outline on my Mac I came to the end of the rainbow.

I use Movie Outline all the time. It has many powerful features, is easy to use and makes writing and formatting a screenplay a breeze. No script writer should be without it. Kevin Williamson Screenwriter — *Scream*. If you're looking for a tool to help you nurture your idea for a movie into an actual shooting script I recommend this program without hesitation.

This is the most complete package I've Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read for the screenwriter in one application from outline to final draft. I recommend this program to all scribes — from novice to pro. I thoroughly enjoy working with Movie Outline and find it easy to use, well designed, helpful and entertaining.

If you're a novice or a seasoned pro, this program can aid greatly in your creative process. Movie Outline does a terrific job of helping writers organize their development process from beginning to end and has effectively raised the bar in the screenwriting software arena.

Sean Kennelly Creative Screenwriting. Resources Articles Business. Be clear about your objective: to persuade the person in power to read your script.

