

Julia's TV Pitch Template

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Title

The title or working title of your TV show.

The listener should chuckle or have their curiosity piqued.

Log line

A sentence or two describing your entire TV show - ideally conveying...

- tone
- protagonist(s)
- genre
- central comedic idea (episodic show), central story journey (serialized show), or both
- any comps

The listener should feel they can easily repeat this to their boss/a buyer and that person will want to hear the pitch.

Here's the Show

A few more sentences expanding on the logline. Give your listener a "cheat sheet" to the show - tone, world, protagonist(s), episodic vs. serialized, where you see it airing (broadcast vs. streaming), what's fun about it.

The listener should totally get what this TV show is about and either why it's totally new, different and vital; or totally in line with proven content, filling a gap in the marketplace. They're starting to imagine marketing and press for the TV show.

Why I Want To Write This

A couple of paragraphs conveying how you came up with this idea, your personal connection to it, and why the television landscape NEEDS it right now

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Characters

A couple paragraphs on each of your series regulars, focusing on HOW THEY ARE FUNNY IN SCENES (episodic) or HOW THEY DRIVE STORY IN SERIES (serialized)

The listener should be able to imagine scenes of this TV show and be thinking about what famous people could be cast in it.

Pilot Story

A concise description of what you currently see happening in the pilot, demonstrating everything you told the listener was funny about the characters and vital about the show.

The listener should understand why someone would want to watch a second episode after watching the episode you just described; they should be able to imagine multiple seasons' worth of episodes just like it.

Week-to-week

Describe what viewers can expect to see in each episode of the show.

The listener should understand why this idea can easily generate infinite story.

In Series

Describe where the show will go over the course of multiple seasons.

The listener should understand the journey viewers will go on over the course of the show, and how it can sustain and refresh itself season after season.

Call to Arms

A recap and deepening of the “why I want to write this” section above.

The listener should understand why someone would want to watch a second episode after watching the episode you just described; they should be able to imagine multiple seasons worth of episodes just like it.

The End

“So that’s it! I can answer any questions you have, or share some sample episodes...”

3-5 Sample Episodes

A few sentences each about some ideas for future episodes. Make sure you include all characters you mentioned and that they demonstrate what you wrote in “week to week.” If show is serialized, do the next episodes after the pilot in order.

That’s it!!!!

Want more help with your pitch? Check out [Share Your Vision - A Pitching Workshop](#)

Want 1:1 help from Julia? Drop her a line at julia@julia-meltzer.com