

PITCHING AND SELLING IDEAS

With any project, service or product that you're trying to sell, you need to

- ***KNOW YOUR PRODUCT/YOUR STORY***
- ***KNOW YOUR CLIENT and THEIR AUDIENCE/END USER –***

And present your ideas in a way and a language that will grab attention

KNOW YOUR PRODUCT

- ***What's it called?***
- ***What is the USP?***
- ***Why is it necessary/relevant /interesting and entertaining now?***

If it is a story/programme, what is the 'premise' – a one to 3 sentence statement that sums up the essential elements of the idea?

(Think what would go in a trailer, or on a cinema poster)

If it is a product/service, what short description best describes it and its USP

KNOW YOUR CLIENT and AUDIENCE or END USER

- ***Do your research before you try and sell/pitch***
- ***How will your programme/product fulfil the wishes of the client?***
- ***Is it inside their budgetary requirements?***

How will it solve a 'problem' for them by fulfilling the needs of their viewers/users? How does it sell a 'story' they are comfortable with?

STRATEGIES FOR SELLING or PITCHING

- ***Sell the 'sizzle not the bacon' in a one-page outline or presentation***
- ***Make sure you include the essential elements of your product***

E.g.: For a programme: Make sure you include information about story premise, genre, style, tone, budget range, length (e.g. one-off drama/series), audience

- ***Think about using a question to 'hook' or 'tease'***
- ***Use active and pictorial language in person, or add a picture on paper***
- ***Put all your verve and enthusiasm into what you're selling***
- ***Practice and/or get people to give you constructive feedback***

DON'T:

- *Use hyperbole or over-exaggeration to tell us what to think*
- *Waste words with meandering ideas*
- *Make your presentation too long. Leave them wanting more!*

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