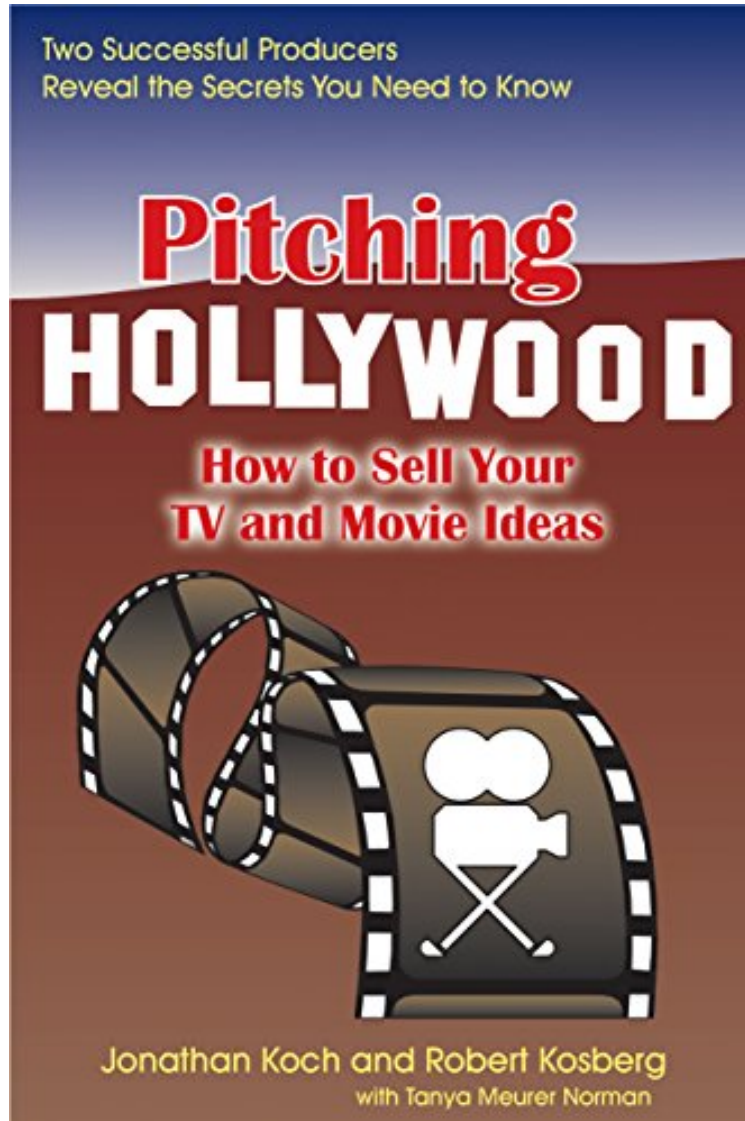


## Pitching Hollywood: How to Sell Your TV Show and Movie Ideas

*Jonathan Koch, Robert Kosberg*

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**Jonathan Koch, Robert Kosberg : Pitching Hollywood: How to Sell Your TV Show and Movie Ideas** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pitching Hollywood: How to Sell Your TV Show and Movie Ideas:

3 of 3 people found the following review helpful. About 5 pages of worthwhile info...By M. RobinIf you are a fireman, truck driver or stock broker, this book might be useful. For anyone who knows anything about film or tv, this is pretty elementary stuff. Big type, lots of blank space on the pages, and filled with useless witty banter between the 2 "authors", I was very disappointed. There is a basic breakdown of what a pitch is but little concrete information is

given about the process or strategies involved in making a successful pitch. The excuse is that you cannot capture the essence of a pitch in words. If this is true, why write a book? A large portion of the book is dedicated to plot summaries of popular films and TV shows. While some of this is useful, in order to illustrate the format of a treatment (a written precursor to the pitch), it feels as if this was done to get the book to a publishable length. In its current state, the information in this book would best be served by a magazine article. 0 of 0 people found the following review helpful. Don't let the little you hold back the Big You. By farzad It's anecdotal advice but it is motivating. The goal is to project your enthusiasm about your project into the guy or gal on the other side of the table. Keep refining your idea until it holds water. Premortem the project till you've seen it from every possible position. Then ring enough bells till someone lets you in. Remember they don't care about what's in it for you or how great of a project you think it is. They want to know if it's going to be marketable and feed their hubris in the eyes of their peers once it's a hit. Assess the personality type of your audience and focus on the benefits. Preparation meeting opportunity = Luck. Good Luck :) 0 of 0 people found the following review helpful. Perfect Pitch By Dorothy Anderson An easy (and entertaining!) read. This book explains step-by-step how to contact production companies and studios, make appointments, and sell TV and movie ideas. I don't live in LA or New York. It's encouraging to know that I don't have to.

Two successful movie and TV producers provide the reader with the tools needed to create, develop, and sell ideas to Hollywood. Producers Jonathan Koch ("Beyond the Glory") and Robert Kosberg (Deep Blue Sea) are known as the "Kings of Pitch." They currently have more than a dozen projects in development at major studios, including projects with Josh Lucas, Tobey Maguire, and Katherine Heigl.

About the Author Successful movie and TV producers Jonathan Koch (Good Samaritan) and Robert Kosberg (12 Monkeys) are known as the "Kings of Pitch." Together they have sold over 70 films and television shows. And currently have more than 30 projects in development at major studios, including projects with Tom Cruise, Jim Carrey, Meg Ryan, Adam Sandler, Barbara Streisand, and Drew Barrymore.