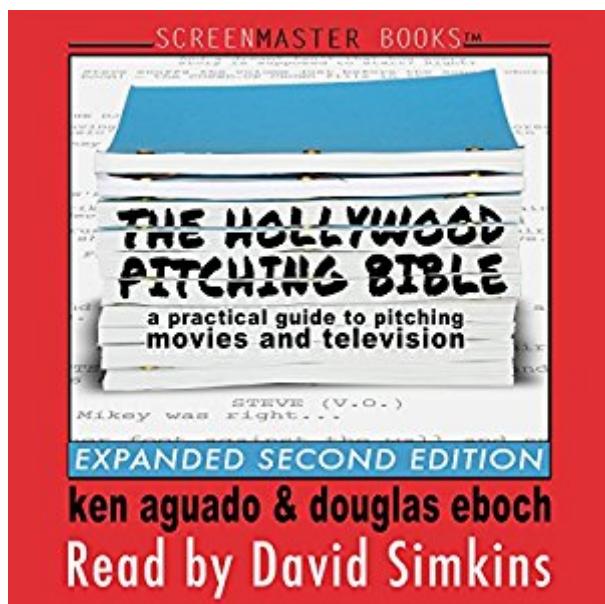


The book was found

# The Hollywood Pitching Bible: A Practical Guide To Pitching Movies And Television



## **Synopsis**

Finally, a book that tells the truth about the art of pitching in Hollywood. In clear language, suitable for the beginner or the seasoned Hollywood professional this book breaks it down, step by step. From choosing the right idea, to selling it in the room, this book tells you how it's done. With decades of combined experience working in Hollywood as buyers, sellers and teachers, the authors have created the definitive book that will demystify the pitching process. It shows a reasoned, logical point of view and is supported by numerous specific examples. If you want to work in the Hollywood creative community, you must know how to pitch. This book will show you how. This audiobook is the complete and unabridged 2nd edition.

## **Book Information**

Audible Audio Edition

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## **Customer Reviews**

I wish I'd had this book 35 years ago when I started out as a screenwriter in L.A. My pitching was terrible at first, but I ended up writing 50 scripts, of which 25 got made. In fact, Ken Aguado was one of my first pitches! There are many books about screenwriting and about breaking in, but this is one of only three I would recommend, and in fact I now require it for my Ivy League screenwriting courses. I know from experience that Ken is a good film executive who knows what he's talking about, and I know from going to movies that Doug Eboch is a good writer... so you can't go wrong. It's refreshing to have competent and experienced people give you advice, rather than just academics who have never been in the trenches. Get this book!

In the industry, Ken Aguado is what we call a "Writer's Producer", and thank God producers like him exist. He understands the how the industry works from all perspectives and knows how to best attack every situation. I broke in by selling a pitch to TBS way back in 2001. I still remember that day. How nervous I was. In hindsight, I was lucky to sell my pitch at all, as I'm pretty sure I just rambled along with no thought to how my story was being presented to Tana Nuegent Jamison, the then head of the network. If only I'd had this book back then, I think I would have probably wet my pants a lot less and had far more confidence in what I was doing. This book has everything a writer looking to break into the business can ask for. It's concise, well-written and clearly explains the reasoning behind the unwritten "rules" of Hollywood. After more than 15 years of having an agent and being "in the business", reading "The Hollywood Pitching Bible" still felt like a lightbulb going off over my head. This is an essential part of any writer's library. Ask yourself a question: "Is the price of this book worth the career I want?" Then listen to your answer. Jeff Sherwood, Member Writers Guild of America

The practical approach and relatable method of practicing your pitch is an easy and fun way to improve pitching and take fear out of the equation. Ken Aguado's guidance helped me to enjoy pitching and relax.

The Hollywood Pitching Bible is an illuminating book about a dark subject. We may not like to pitch but we have to and this book works hard to balance creativity and salesmanship. David Peoples & Janet Peoples

Good solid advice without being formulaic or rigid.

This is a down to earth, accessible and really smart how-to manual written by two guys who really know the terrain - they are industry pros who have sat on both sides of the table. Very thorough, great for someone new to the game, but also veteran writers will find fresh inspiration as well. Best of the bunch.

A must-buy book for both screenwriter and producer. Pitching is the key to sell your script.

Trust me. You must buy this book. This is the best book to learn the skill of PITCHING.

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