



REQUIREMENTS



ITS ALL ABOUT THE CHARACTERS

Views build relationships with the characters of content not the story plot.

The emotion gets triggered by characters they can relate to and when views understand their motivation.

When they don't relate and understand the characters, they won't care if the character gets what they want.

START OFF WITH SHOCK VALUE & TEASE THEM WITH AN HIGH EMOTIONAL MOMENT

Views make a choice mentally if they will finish watching with in the first 5 mins.

Give them a reason to stick around by shocking them. A brief moment with the main character, a conflict, or a grand entrance is a good teaser.

With new series make sure every episode has a teaser unless its picking up where it left off. Try showcasing a reminder of emotion high moments from the previous episode to have them on the edge of their seats.

FORWARD MOMENTUM

This does not mean the content needs to be fast. The Hero or Villain should build up to reaching their goals. Heroes and villains that are over the top are boring and views can't relate.

Each step to the goal should push an emotional arc and/or plot forward. We all look forward to new details.

BE IMPACTFUL WITH CLIFFHANGERS

Story cliffhangers can touch a relatable emotion. Its usually a dramatic event or story twist.

Building emotional cliffhangers is a surprising and previously unknown fact to the main characters which is called an emotional arc which is always impactful

When your hit relatable emotions and leave with a cliffhanger you will always bring that viewer back for the next episode.

CREATING YOUR PITCH

HOW TO CREATE A PITCH DECK FOR TO VYRE

1. The Story Questions
2. The Overview
3. The World
4. The Tone
5. Character Descriptions
6. Season Summaries
7. Potential Episodes
8. Estimated Budget Overview

STEP 1. THE STORY QUESTIONS

If you can answer these questions your off to a great start because they will be the pillars of your series.

Who are these characters?
What do they want?
Why do they want it?
How do they go about getting it?
What are the central conflicts?
What are the stakes?
What are the themes?

STEP 2. THE OVERVIEW

The Synopsis Should Have The Following:

WHO is the hero and what do they want?

WHY now and what happens if they don't get what they want?

WHAT is the central conflict?

WHY This Story and makes the story fresh?

Are there any environments promoting the growth of something?

Is it personal?

STEP 3: LET'S TALK ABOUT THE SURROUNDINGS OF YOUR WORLD

WHERE.

Where is your World? The location of your story should be a character in your story.

TIME.

What time period is your world? Provide overview, if in the future or fantasy. Give us a historical perspective if a period piece.

CHARACTERS PROFESSION.

What profession does the main characters have? It should be part of the world.

MOODS

IT IS ALL ABOUT THE MOOD

The mood of a story is the atmosphere of a piece and the overall feeling it conveys when they watch.

Make sure your being intentional with your choices from the world and supporting characters. It helps tell a story.

The mood matches the emotional vibration of your story. Revenge=Dark. Love=Light.

Mention your potential camera and shooting styles.

A great way to tell your vision is done by using movies, tv shows and relatable pictures as needed.

TELL US ABOUT YOUR CHARACTERS

WHAT IS THE BACKSTORY: We need as much detail you can give us from their past. This will allow the viewer to understand their desires, motivations and choices.

TRAITS: Showcasing any personal values, and personality traits help brings characters to life

ARCS: Build arcs on how they change emotionally



KEY INGREDIENTS

CREATING ROOTWORTHY CHARACTERS

Do you know the three ingredients that make up rootworthy characters: Catalyst, Moral Compass, and Transformation. There is no set order in creating rootworthy characters. It's all about what works best for your story.

THE IMPORTANCE OF A GOAL

Before adding the ingredients, we need to make sure the goal of the main characters is set. Its helps direct viewers towards the characters they are supposed to root for.

Let's make sure our story asks, do they have a clear goal, clear, established motivation?

THE DIFFERENCE OF FILM & SERIES

In films the pace needs to be quicker, and viewers need to see more direct signs of main character ingredients to keep them interested. A Series has the time between episodes to slow drag a story and change per episode and be more open to more than one interpretation.

CATALYST

Underlying motivation or backstory. Audiences want to know where characters come from. The Catalyst is the emotionally charged spark that ignites a character's journey. Catalysts should center around one central reason and not just be a disperse backstory or history of the character.

MORAL COMPASS

Guiding principles or code. Audiences want a set of rules to help level set expectations for how a character will act. Moral Compass is the code or rules that characters set for themselves and guide their actions. Moral compasses that resonate are shades of grey, and do NOT need to be in line with the morality of our world as long as they are justifiable in the story world.

TRANSFORMATION

Obstacles and challenges that spur growth Audiences don't want characters to be perfect, they want growth. Transformation shows how characters handle and grow from trials and tribulations. It can be either positive or negative, but it needs to exist. Must be consistent with their Moral Compass and make sense given their underlying Catalyst.

A "CALL TO ACTION"

Fulfilling destiny, reaching for success, standing up for yourself

Act to promote someone else's welfare

Standing up for those who can't, doing the "right" thing

Personal tragedy

Loss of loved ones, terminal illness, poverty, childhood trauma

PROTECTING AND TAKE VENGEANCE FOR

- Doing anything for the love of family or finding out the truth
- Showing the truth no matter what
- Fighting for the greater good
- Regardless of the cost, they will fight for what's important

CHOICES THAT MAKE A DIFFERENCE AND SACRIFICE

For the betterment of their causes they are willing to make a personal sacrifice

Learning to control skills/power

Slowly improving over time in a talent or skill

Overcoming tough times

Making it through the bad times, sometimes it's through friendship

RELATIONSHIP DYNAMICS

If characters are put together as one, let us know how they compete against each other.

Having different characters reaching for the same goal but for different motivations makes conflict, which = great drama!

ENSEMBLE STRATEGIES

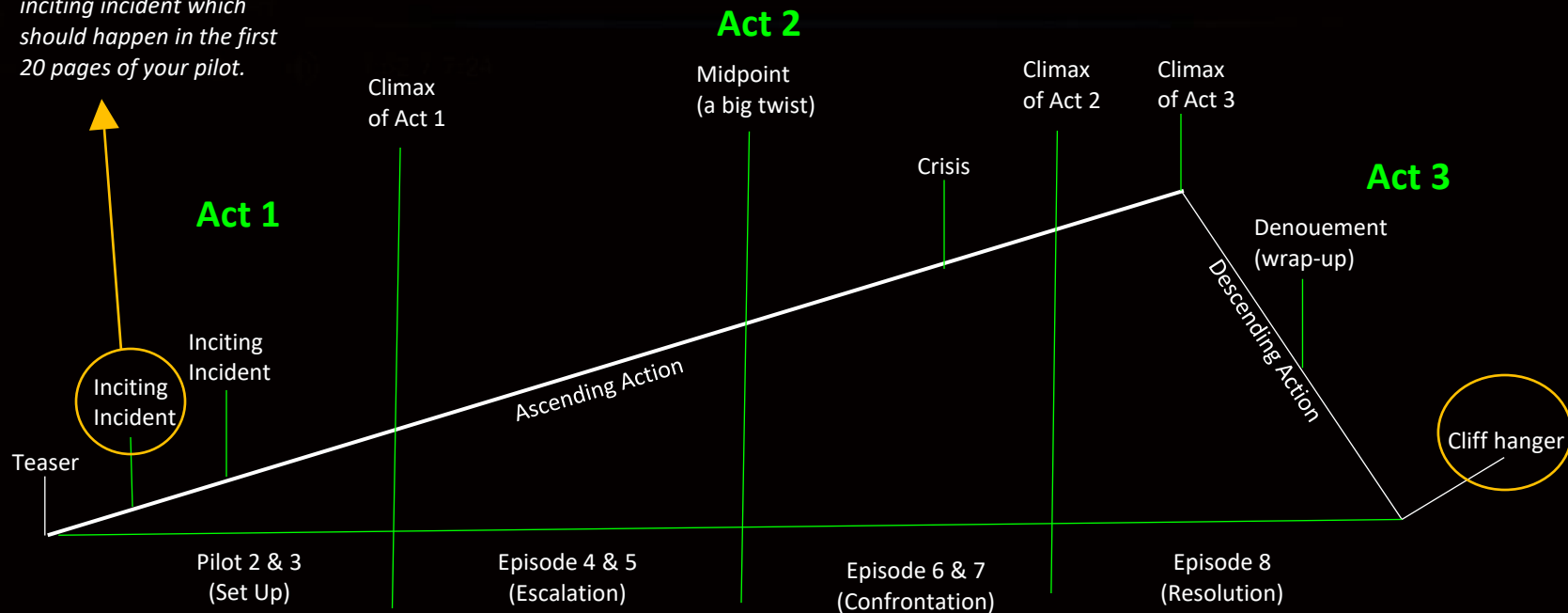
- Start the series with your main characters in order of importance. Breaking Bad didn't become an ensemble until the second season.
- Chose a character to be the “eyes and ears” of the audience and our introduction to the world. Someone to ask the “stupid questions” or is the expert, so we can get informed about the world.
- Don't feel pressure to introduce all the characters at once. You have the time-- It's a series!

SEASON SUMMARIES

Tell us the story by using the major emotional plot points of the season. Try a summary of the character's journey from beginning to end.

It would be better if you would do a season summary for each of the main characters. This can be done on one page or a page in a half.

The viewer will watch the show for an average of 10 minutes before they decide to watch or do something else. If your teaser is strong enough, they will stay for the inciting incident which should happen in the first 20 pages of your pilot.



STORY CIRCLE

DAN HARMON'S FAMOUS STORY CIRCLE

Allows you to plot from the Hero's emotional state.
Forces the Hero to be proactive.

It helps you focus on, actions, consequences, and basic human motivations



Applying the Harmon Circle in the Writer's Room

YOU The hero in the place they know	NEED	GO	STRUGGLE	FIND	SUFFER	RETURN	CHANGE Want+ Need for this season
YOU The hero in the place they know	NEED	GO	STRUGGLE	FIND	SUFFER	RETURN	CHANGE Want+ Need for this season
YOU The hero in the place they know	NEED	GO	STRUGGLE	FIND	SUFFER	RETURN	CHANGE Want+ Need for this season

Now you have your emotional plot points which will serve as an outline for your season story arcs.

THE PILOT

This will be the most important episode of your series.

When we get to the end of your pilot the view must know:

- ✓ Who is the hero.
- ✓ What they want.
- ✓ Their central conflict.
- ✓ Key relationship dynamics
- ✓ The basic rules of the world.
- ✓ The genre.

EPISODE SUMMARIES

In short paragraphs giving us the beginning, middle and end of the story using only major plot points of the story.

- Use the emotional plot points from the story circle as your episodic map for the season.
- Plot progression and character growth must occur in each episode.
- At the end of each episode, the viewer should be asking themselves - "What's going to happen next?"
- Minor goals make great stories for your episodes because success is required for your hero to move forward in the larger season story.
- High stakes are always good!
- Keep them to half a page or less.

Ask yourself:

1. What are the steps (minor goals) my character needs to take to obtain their main goal?
2. How do we make it as hard as possible for them to be successful?

A man with dark curly hair and a beard, wearing a light brown traditional Chinese jacket over a red scarf and teal trousers, sits in a dark leather office chair. His hands are clasped in front of him. The background is a warm-toned office space with a large potted plant to the left, a desk with a globe and a nameplate reading "DR. LANCE YING" to the right, and framed artwork on the wall.

NOW GO CREATE