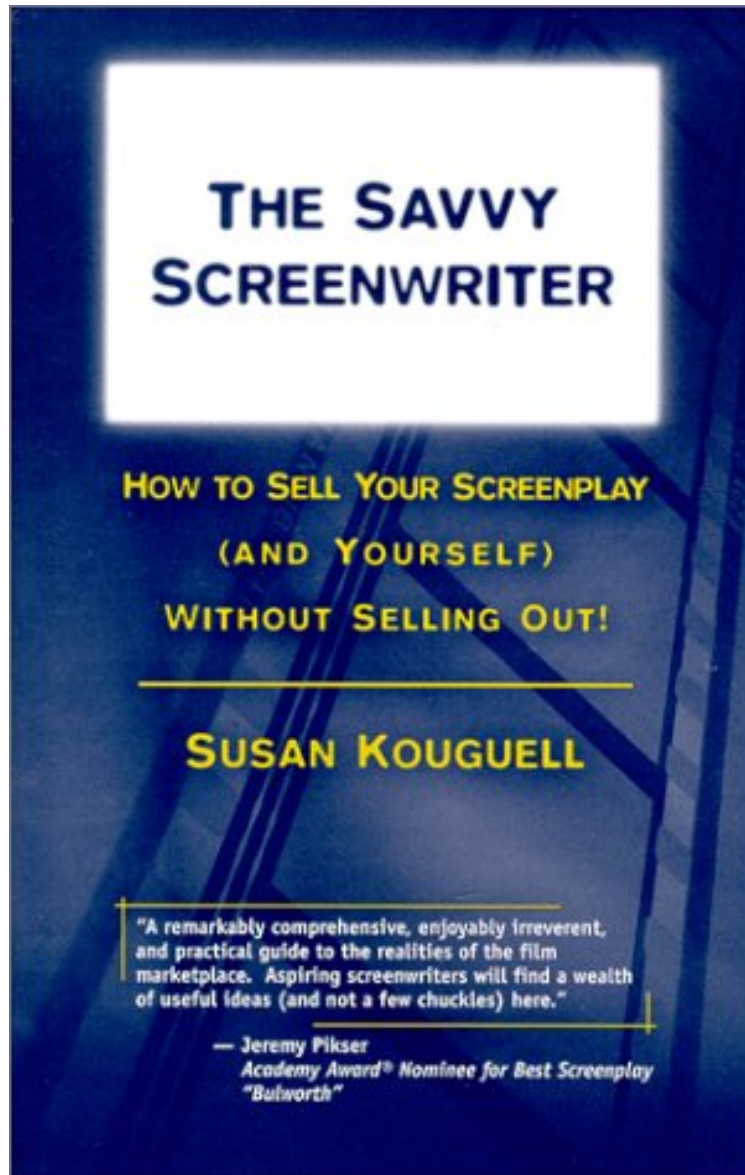


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## The Savvy Screenwriter : How To Sell Your Screenplay (And Yourself) Without Selling Out!

*Susan Kouguell*

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**Susan Kouguell : The Savvy Screenwriter : How To Sell Your Screenplay (And Yourself) Without Selling Out!** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Savvy Screenwriter : How To Sell Your Screenplay (And Yourself) Without Selling Out!:

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This real-life guide to surviving in the film industry offers advice from an industry player on being a financially and artistically successful screenwriter. From writing the first word to watching the credits roll, every step of writing for the big screen is explained by a writer who has been there. This handbook reveals what studios are looking for, lists the dos and don'ts of pitching a script, and explains how scripts are rated. In addition to the instructions on writing a successful query and synopsis, invaluable tips on contract negotiations, development deals, and working with agents and entertainment attorneys are also offered.

"Her thesis - that savvy screenwriters will do better than ignorant or misinformed ones - shines." -- Creative Screenwriting Magazine  
"Kougell explains a difficult and perplexing process in language writers can understand." -- New York Screenwriter Monthly  
"Kouguell's blunt and honest approach provides a sobering, insightful guide to the realities of the marketplace." -- Scr(i)pt Magazine's E-Zine  
"The book is concise, well structured, objective - and a bit humbling." -- MovieMaker Magazine  
"This much needed book is both extremely informative and surprisingly readable." -- Ira Deutchman, President, Redeemable Features  
"[Kougell] . . . has quite possibly written the most comprehensive new book you will read this year." -- newenglandfilm.com  
If you make your living as a screenwriter (or simply hope to!) you need this book. -- Dan Brown, National best-selling author of 'Digital Fortress' and 'Angels and Demons'  
The Savvy Screenwriter is a remarkably comprehensive, enjoyably irreverent and practical guide to the realities of the film marketplace. -- Jeremy Pikser, Academy Award nominee for Best Screenplay \223Bulworth\2  
About the Author  
Susan Kouguell teaches screenwriting at Purchase College and is chairperson of Su-City Pictures East, a motion picture consulting company whose clients include Miramax, Warner Brothers, and Fine Line Features. Her six award-winning short films are in the permanent collection and archives of the Museum of Modern Art.  
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Chapter One  
Empower Yourself  
Bravo! Youve completed your screenplay. Now what?Forewarned is forearmed. You need to be ready for what lies ahead.  
The Savvy Screenwriterreveals whats in store for you. It demystifies the film business and tells you what you really want and need to know... how to sell your screenplay and yourself without selling out.  
Whether your goal is to write for independent or Hollywood films, The Savvy Screenwriterwill help you to gain an understanding of how the industry works and what it expects from you and your screenplay. A savvy screenwriter is empowered. You must know what youre in for and what you must do if you are going to succeed in the film industry.  
When I was brainstorming for a title for the first edition of The Savvy Screenwriter, one idea I came up with (but which was quickly shot down due to its incredible length) was:Everything you always wanted to know about selling your script, finding and working with agents and entertainment attorneys, writing queries and synopses, pitching, learning the psychology of story analysts and movie executives, understanding option agreements and development deals, tackling writing assignments and collaborations, learning the film lingo and resources... but didnt know whom to ask.  
Okay, it was a really long title, but this is what I wanted this book to give you. And here I get the last word---or words.  
In my years working on independent and Hollywood films, I endured a number of bumps and bruises, but through trial and error I finally figured out how things worked. The Savvy Screenwriterwill help you navigate the maze set up by the film industry, which is filled with daunting rules, etiquette, and the secret society of film executives. If only Id had a book like this, a book that would have empowered and guided me through this often difficult maze, I would have been able to devote more time to writing and less time to tending to my bumps and bruises. And I would have had a lot more fun learning the film industry ropes.  
If I had known then what I know now...Throughout The Savvy Screenwriteryoull find personal anecdotes from my past. (They are typed like this, on my old-fashioned typewriter.) The movie scenes (presented in screenplay format) are fictionalized accounts of often sad but true events that happened to me in the film business---many of which occurred when I first started out. Peoples names and titles of films have often been omitted to protect my pocketbook and my career.  
This second edition has been fully expanded and updated. It is filled with new, funny, and helpful personal anecdotes, as well as those provided by colleagues, seminar students, my students at Tufts University, SUNY Purchase, and Screenwriters Online, and my Su-City Pictures Easts clients---all of whom generously agreed to share their stories (anonymously).  
Throughout the book youll also find more film industry updates, including information about online script registries, script competitions, and pitch festivals. Ive also included samples for synopses, loglines, query letters, outlines, beat sheets, and a new chapter on treatments, as well as Act 1 of a sample treatment. In the Appendices youll find expanded Savvy Lingo and more extensive and updated resource information. Each chapter has been expanded to further help you become a savvy screenwriter.  
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