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Writing Treatments That Sell: How to Create and Market Your Story Ideas to the Motion Picture and TV Industry, Second Edition

Kenneth Atchity, Chi-Li Wong

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"Chill, dudes. It's all here."

—Warren Zide, producer of *American Pie* and *Final Destination*

writing treatments that sell

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AND UPDATED

[SECOND EDITION]

How to Create and Market
Your Story Ideas to the
Motion Picture and TV Industry

| KENNETH ATCHITY |
| AND CHI-LI WONG |



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Kenneth Atchity, Chi-Li Wong : Writing Treatments That Sell: How to Create and Market Your Story Ideas to the Motion Picture and TV Industry, Second Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing Treatments That Sell: How to Create and Market Your Story Ideas to the Motion Picture and TV Industry, Second Edition:

0 of 0 people found the following review helpful. I now have a clear idea of how to write a treatmentBy GW SmithI have become a rather huge fan of Ken Atchity. He is a writer, a poet, a gifted mentor, and knows how to write to sell to the entertainment industry. He's been at it a good while, with a record of success that includes several hit films, and many big sales to Hollywood. I purchased this book so that I might get the idea of what a treatment is all about. Each time I review this book, I get a clearer picture of what I am trying to present. The use of "highly visual prose" and "broad strokes" speaks to me. Having a family with song writers, I understand the idea of the "hook." That is the key, and finding it is all part of the process of writing a treatment. I highly recommend this book to anyone who has intentions of selling to Hollywood, or even for the purpose of mapping out a novel before going at it full steam ahead.0 of 0 people found the following review helpful. Perfect For Aspiring Authors/ScriptwritersBy Stella CarrierThis book Writing Treatments That Sell; How To Create and Market Your Story Ideas To The Motion Picture and Tv Industry (second edition) by Kenneth Atchity and Chi-Li Wong cover some of the following areas; Types of characters such as function characters and tag characters (pages 38-39), where to find story ideas (page 71), a sample of a pilot treatment ([ages 118-119), and more. What I also find helpful are the frequently asked questions about copyright (starts on page 181, which I find helpful to look into until I take some creative writing classes, probably even afterwards).2 of 2 people found the following review helpful. Practical Advice perhaps slanted towards television moviesBy Michael GriswoldWriting Treatments That Sell is a good book that offers practical advice as to what goes into a treatment because most new writers don't really understand the reasoning for a contents of a treatment. The authors have a wealth of experience over thirty years of combined experience in the various mediums that comprise the mystical abyss that is Hollywood, so they know what they are talking about and any advice they give should be taken seriously. But I felt rightly or wrongly that the book was slanted towards the television movie given the lengthy chapter that included a reasonably well detailed sample of a television bible. With that said though, much of the advice offered in the pages of Writing Treatments That Sell can be used no matter whether your writing a movie screenplay for television, movies, radio, or the emerging Internet media and is a valuable resource for anyone who's never written a treatment before.

A fully revised guide to turning your movie idea into a treatment that can persuade even the most jaded movie producersAs Hollywood insiders know, the first step in selling your story idea for film or television is preparing a treatment, the brief pitch that sells the concept to a busy producer or agent. Now including updates on the latest trends in the industry, writers-producers Kenneth Atchity and Chi-Li Wong tell readers everything they need to know to create an effective and saleable treatment, one that incorporates such key elements as conflict, likeable characters, plot twists, a climax, and visual drama.Using dozens of the latest examples from actual productions, Writing Treatments That Sell distinguishes between scripts designed for feature films, episodic television, and made-for-TV movies, and shows step-by-step how to prepare a selling treatment for each. Also included is essential information on copyrighting and acquiring rights along with a comprehensive glossary of industry terms. This book is essential for anyone hoping to get a foot in the door of the exciting scriptwriting business.

From Library JournalWalter's name is synonymous with excellence in motion picture screenwriting. The guru of the completed script (he previously wrote Screenwriting: The Art, Craft and Business of Film and Television Writing, LJ 11/15/88), he here offers a tour de force of information for everyone who has ever contemplated writing a movie. While most how-to titles dwell on the three-act structure, strong character development, and other technical skills, Walter urges writers to draw from their own experience. He cheers for films with substance rather than today's matinees that may be shiny and shapely but void of any real soul. Equally impressive is Writing Treatments That Sell, a debut by two Hollywood writer-producers. Though some of their basic information seems to be a rehash of material found in just about every screenwriting book, everything pertaining to the actual writing of the treatment is original and fresh. There is no better book specifically on treatments. Both titles are highly recommended for appropriate collections.?Marty Dean Evensvold, Magnolia Branch Lib., Tex.Copyright 1997 Reed Business Information, Inc. At last-someone wrote the book every screenwriter has needed for years. It can make the difference between success and failure in the industry. Linda Seger, author of Making a Good Script Great and From Script to ScreenEssential material for the beginning screenwriter and the established writer, both. Dale Pollack, producer of Saturday Night FeverFrom the Publisher"Writing Treatments That Sell" was #4 on Los Angeles Times Book 's Hollywood Bestseller List!