

16 Business Decisions – Producers

The Primary Decisions:

1. Marketable title.
2. Marketable concept.
3. Target audience.
4. Genre choice (single genre best) that shows up strong in the script.
5. Budget RANGE that fits the market you are targeting.
High budget (Studio-level) production-wise and marketing-wise
6. Roles designed for bankable actors.
7. A transformational journey that will engage an audience.
8. A conflict that grips us deeply.

The Secondary Decisions:

9. A truly compelling structure that is intriguing, in and of itself.
10. Subtext throughout the story that has us live the story beneath the story.
11. Great lead character introductions.
12. Written through interest techniques -- and highlights trailer moments.
13. An opening that lures us into the story through action, conflict, and a twist.
14. An ending that creates buzz and brings the main characters to the most interesting conclusion of their journey.
15. Action that delivers meaning and visual entertainment.
Meaningful actions:
16. Dialogue that entertains and delivers character/deeper meaning -- especially the 1st page.