



MASTER THE REWRITE  
**MODULE 1: MARKETABILITY**

*by Script Society*



## Module 1: Lesson 4

# DETERMINING MARKETABILITY



**By this point in the process your mind is probably swirling with ideas.**

Brainstorming can be a frustrating, rewarding and overwhelming process. With so many ideas and solutions for the weaknesses of your screenplay it can be difficult to figure out what is the best direction to take your new draft. But having options is better than having none. With that in mind, before you begin to make any concrete decisions about your next draft, we need to make sure that your screenplay is going to remain marketable. Sometimes we get so lost in the plot and characters that we forget we are writing a screenplay to *sell* (or produce).

If you haven't done so already, you need to establish your **target audience**. Your target audience is the demographic of people most likely to be interested in watching your film. Determining your target audience is a tricky process, but it is valuable. By figuring out who is most likely to come and see your film, you are narrowing down the type of film it will be.



## **Those are the people you are writing this movie for.**

By establishing this, you can ensure you won't add any elements that would cause this demographic to lose interest in your film. Once you have determined who your target audience is, you can start to narrow down the concept behind your new draft. It might not be that different from the last, but it could also be incredibly different! In order to do this next step, you are going to need to write up a few Mock Loglines.

A Mock Logline is a 1-3 sentence synopsis of your idea. I call it a “mock” Logline, because your *real* Logline will be a lot more refined than this. For “Holiday Hell” some potential mock loglines could be:

“In the year 1974, three college football players get trapped on campus by a demon over the Christmas holidays”

“In the year 2018, three college football players get trapped on campus by a ghost over reading week.”

“In the year 1995, three college football players get trapped on campus by soul of their dead teammate over Easter Weekend.”

Notice that the core story is the same in all three loglines: three college football players get trapped on campus. In this case I am playing around with the time period, the time of year, and the conflict. You may find when you write yours up that the stories *are* different in each mock logline, and that is fine. The whole point of this exercise is to determine which version of your screenplay is the most marketable.

**Ideally, you should come up with 3 – 5 mock loglines for your next draft.**



**Now, we are going to put the marketability to the test but finding 5 – 15 people that you trust that are, *ideally*, in your target audience.**

Before you send them your mock loglines, you should send out them an email and ask if they would be willing to give you feedback on your concept *before* you send the ideas out to them. That email might look a little something like this:

Hi [Name],

How are you? I have a favor to ask. I am working on the next draft of my screenplay [insert screenplay title], and I'm looking for some quick feedback. There are a few different directions this story could go. I'd love to know what you think (especially the ones you like!).

Let me know!

- [Your Name]

Once they have responded and given you their permission, send your mock loglines their way and wait for their response.

**TIPS FOR MAXIMUM SUCCESS:**

Write your mock loglines directly into the email to allow for quick and easy response

Write your mock loglines in different orders for each person. Studies show that we tend to favour the first ideas presented to us, and lose focus by the end of the list. By randomizing this, you will get a better idea of which ideas are strong, and which are weaker.

Be patient. Allow at least a week for everyone to get back to you. Remember, they are doing you a favor!

Don't forget to thank them when you do get feedback. Their insight is valuable to you and your next draft.

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Once you receive responses from everyone you can put together a list of which concept your target audience liked best. This will help you gain direction in your next draft. We would then suggest you write up a rough synopsis for that new draft, applying the changes that you came up with that fit with the new concept your Target Audience likes.