

A scenic view of the Hollywood sign on a hill. The sign is white and stands out against the dry, brush-covered hillside. In the background, there are rugged mountains under a clear blue sky. To the right, a tall radio tower with many satellite dishes is visible. The overall scene is bright and sunny.

HOLLYWOOD

How to Sell Your Story to Hollywood!
(or: What Will Doom It to Eternal Obscurity)

Who We Are...

Daniel Hall is an author, speaker, consultant, coach, lawyer, nurse, and podcaster.

Creator of the popular “Real Fast” training programs designed to help authors, speakers, coaches, consultants, trainers, Internet marketers and entrepreneurs make more money and be more successful

Your MC for the presentation...



Why You Should Listen...

Story Merchant and Producer Dr. Ken Atchity (Georgetown A.B., Yale Ph.D.) has made hundreds of film and television deals for storytellers wanting their books to be films -- He's also been nominated for an Emmy for "The Kennedy Detail" (Discovery).

As a literary manager, his authors include twenty (20) *New York Times* best sellers.

As a producer, Ken's launched over thirty (30) films.

One of his novels-to-film, *THE MEG*, is the #1 box office blockbuster in the world with \$141M opening weekend



The New York Times

BESTSELLER



Yale University



THE STORY MERCHANT

How to Think About This Training...

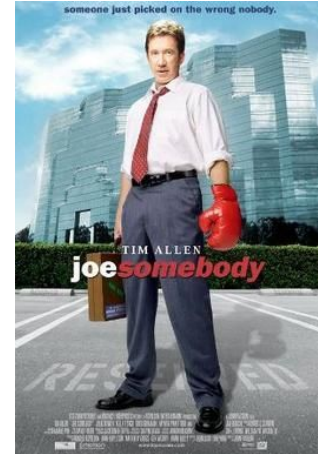


Golden Ticket “Winners” Who Got Ken’s Help



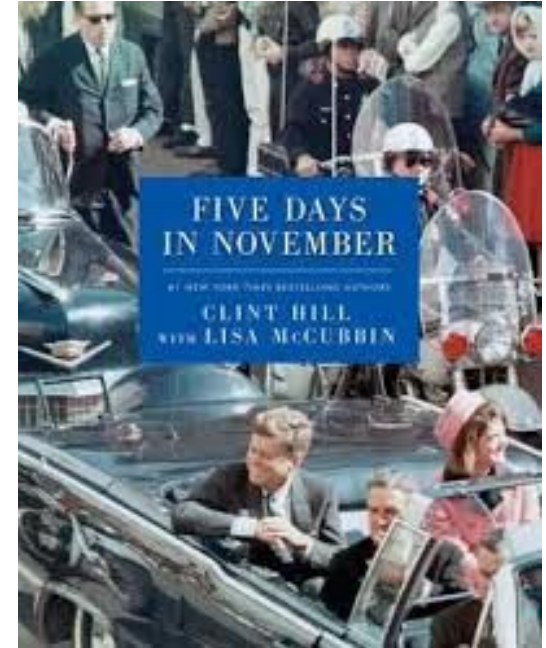
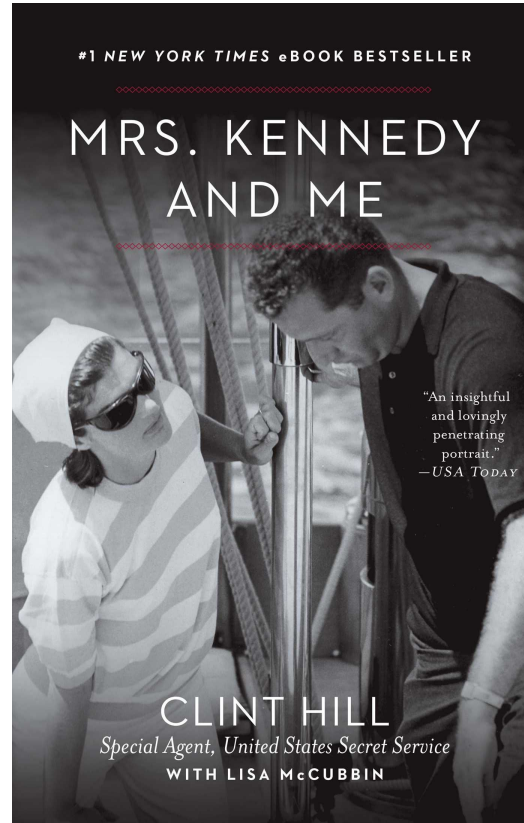
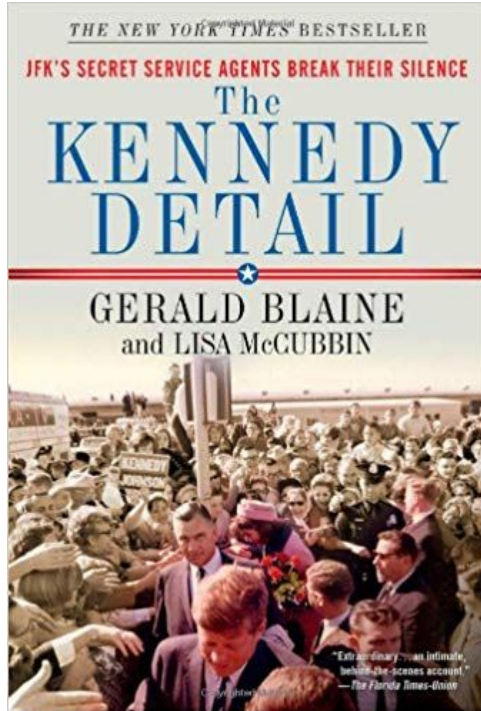
Steve Alten's *The Meg* premiered in August 2018 from Warner Bros
- Here Steve signs a \$1.2M deal with Disney.

James Michael Pratt's *The Lost Valentine* one of the most popular holiday films on the CBS/ Hallmark Network

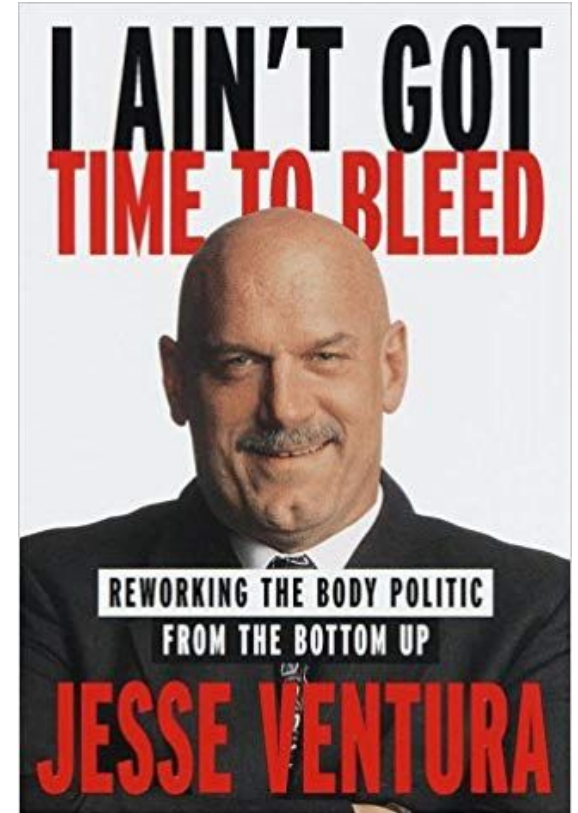
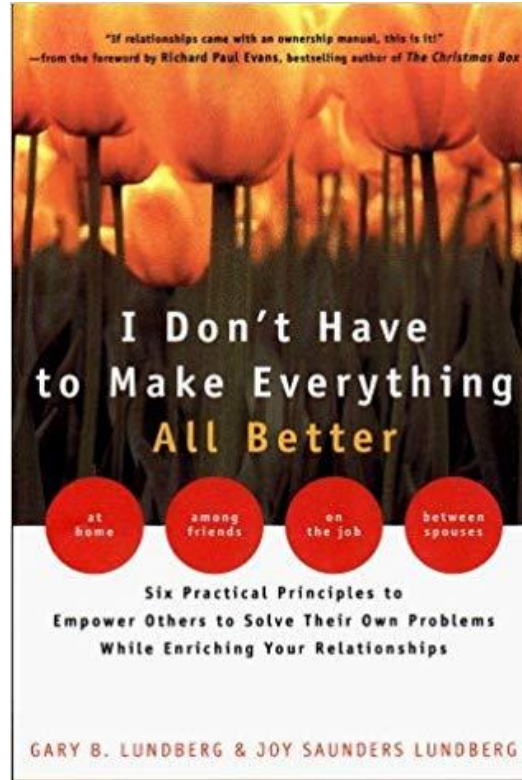
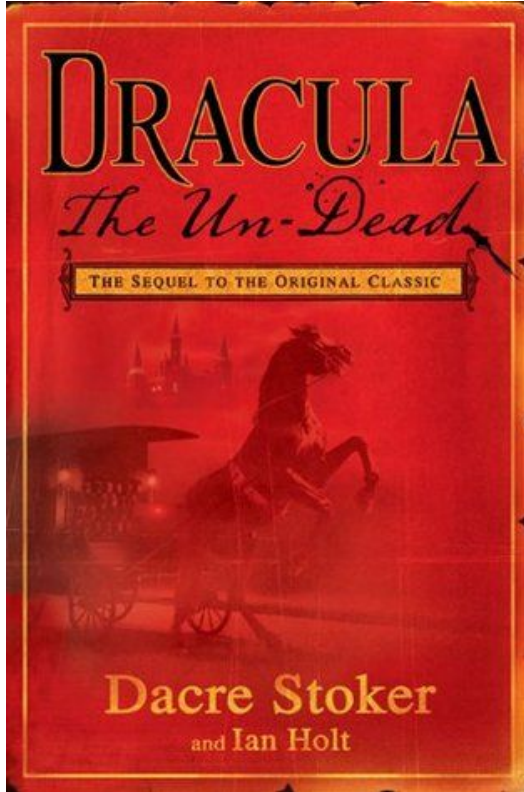


John Scott Shepherd's *Joe Somebody* sold to Fox 2000 in a \$850,000.00 deal

More **Golden Ticket** NY Times Best Seller “Winners”



More **Golden Ticket** NY Times Best Seller “Winners”



How Much Netflix Pays in Licensing to Creators Like You...

Netflix Inc. (NFLX) Statement of Cash Flows



Equals Approximately \$22M Per DAY In Streaming Payments

Difficulty: Beginner

Annual Data

Quarterly Data

The cash flow statement provides information about a company's cash receipts and cash payments during an accounting period, showing how these cash flows link the ending cash balance to the beginning balance shown on the company's statement of financial position.

The cash flow statement consists of three parts: cash flows provided by (used in) operating activities, cash flows provided by (used in) investing activities, and cash flows provided by (used in) financing activities.

See Also:

[Amazon.com Inc. \(AMZN\), Cash Flows](#)

[Walmart Inc. \(WMT\), Cash Flows](#)

[Home Depot Inc. \(HD\), Cash Flows](#)

▼ Show More

Netflix Inc., Consolidated Statement of Cash Flows

USD \$ in thousands



	12 months ended	Dec 31, 2017	Dec 31, 2016	Dec 31, 2015	Dec 31, 2014	Dec 31, 2013
Net income		558,929	186,678	122,641	266,799	112,403
Additions to streaming content assets		(9,805,763)	(8,653,286)	(5,771,652)	(3,773,459)	(3,049,758)
Change in streaming content liabilities		900,006	1,772,650	1,162,413	593,125	673,785
Amortization of streaming content assets		6,197,817	4,788,498	3,405,382	2,656,279	2,121,981
Amortization of DVD content assets		60,657	78,952	79,380	71,491	71,325
Depreciation and amortization of property, equipment and intangibles		71,911	57,528	62,283	54,028	48,374

How Much Extra \$\$ Does *Your* Golden Ticket Need to Bring You?

Let us know in the chat!

Mortgage payoff...

Student debt payoff...

Credit card bills paid off...

Dream vacation...

Our Promise To You



In This Training You'll Discover These 3 Secrets:

Secret #1: The Hollywood Conveyor Belt and what it takes to really get your story made into a movie

Secret #2: Hollywood producers buy this "Cash Codex" above all ... Hint: It's NOT necessarily a script!

Secret #3: The "Movie Magic Token" that transforms unsalable stories into big dollar offers

Before We Go Further... I Have A Question

What form does your story take?

Put a **1** in the chat if your story is in fictional book format (book)

Put a **2** in the chat if your story is a non-fiction account (book)

Put a **3** in the chat if your story is in script format

Put a **4** in the chat if your story is still in your head

Great News!
Hollywood Buys
Stories In All Of These
Forms *Every Day!*



Even Better News:
The Story Does Not
Need to Be Fully
Formed and/ or
Published...



Secret #1

Understanding the Hollywood Conveyor Belt



Secret #1:
Understanding the
Hollywood Conveyor Belt
& When the Big Bucks
***(Really)* Come**



9 Essentials To Graduating From The Hollywood Conveyor Belt And Actually Getting Your Story Into Production

A perfected script.

A finalized (and “bonded”) budget.

A “start date” agreed on by all parties to the filming.

A location that works for the best interests of the film.

A solid legal contractual foundation

A director who “gets” the story and who all parties approve.

A meaningful cast committed.

An international sales agent.



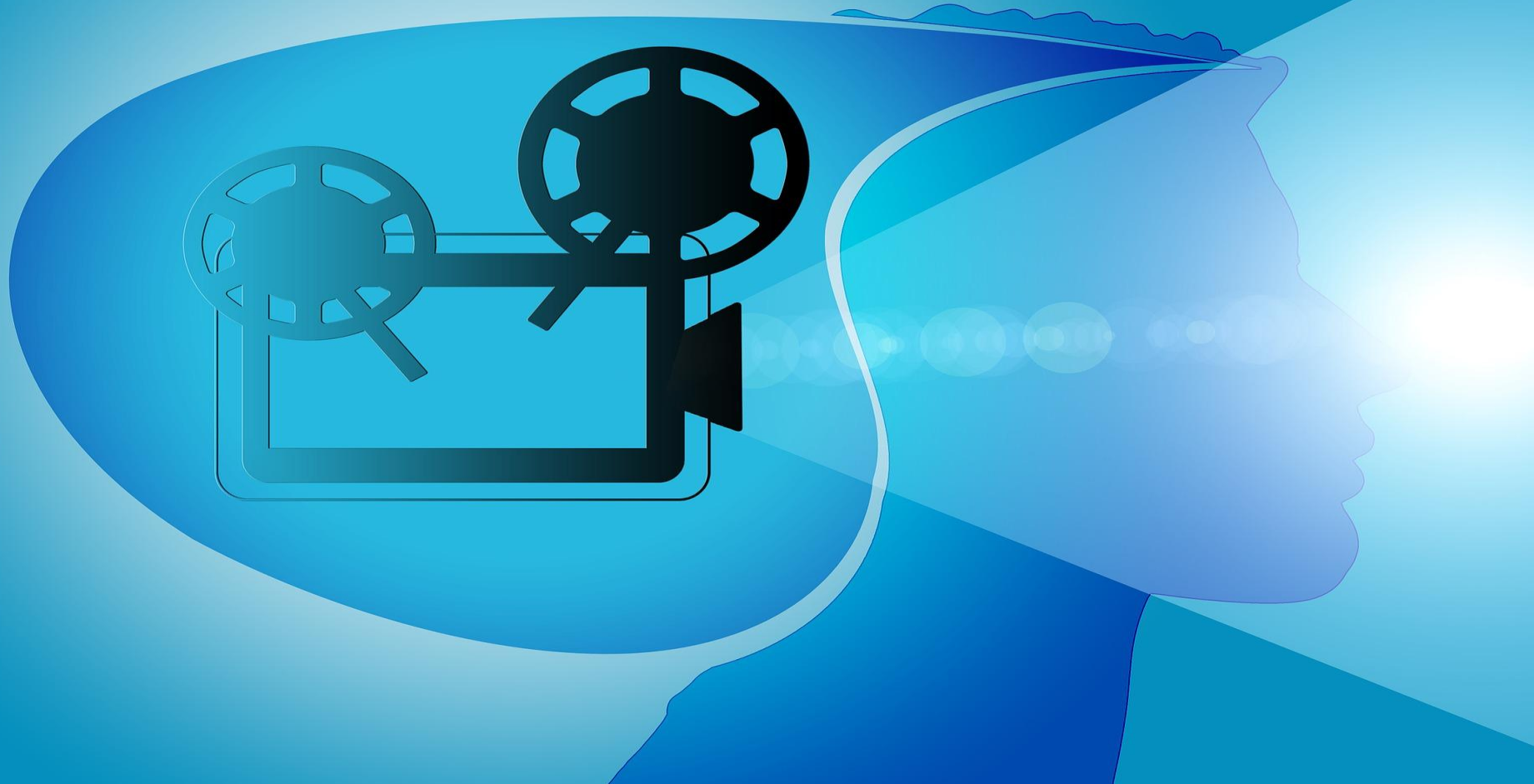
Secret #1:
Understanding the
Hollywood Conveyor Belt
& a Great Real-Life
Example



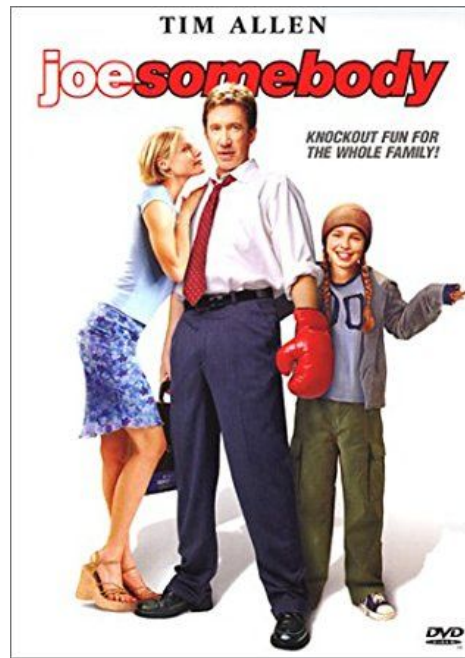
Secret #1:
**Understanding The
Hollywood Conveyor Belt
& The Bottom Line**



Using the “Movie-Mindset” to Sell Your Story Faster



To Help You Get into the “Movie-Mindset”: Who Would Star in Your Story on the Big or (Not So) Small Screen?



**Does your story have a
male lead, in the star
age-range of 35-55?**

Could it?



Who would be the star of your story/ book / idea on screen? Or on Netflix?

Type their name in the chat now!



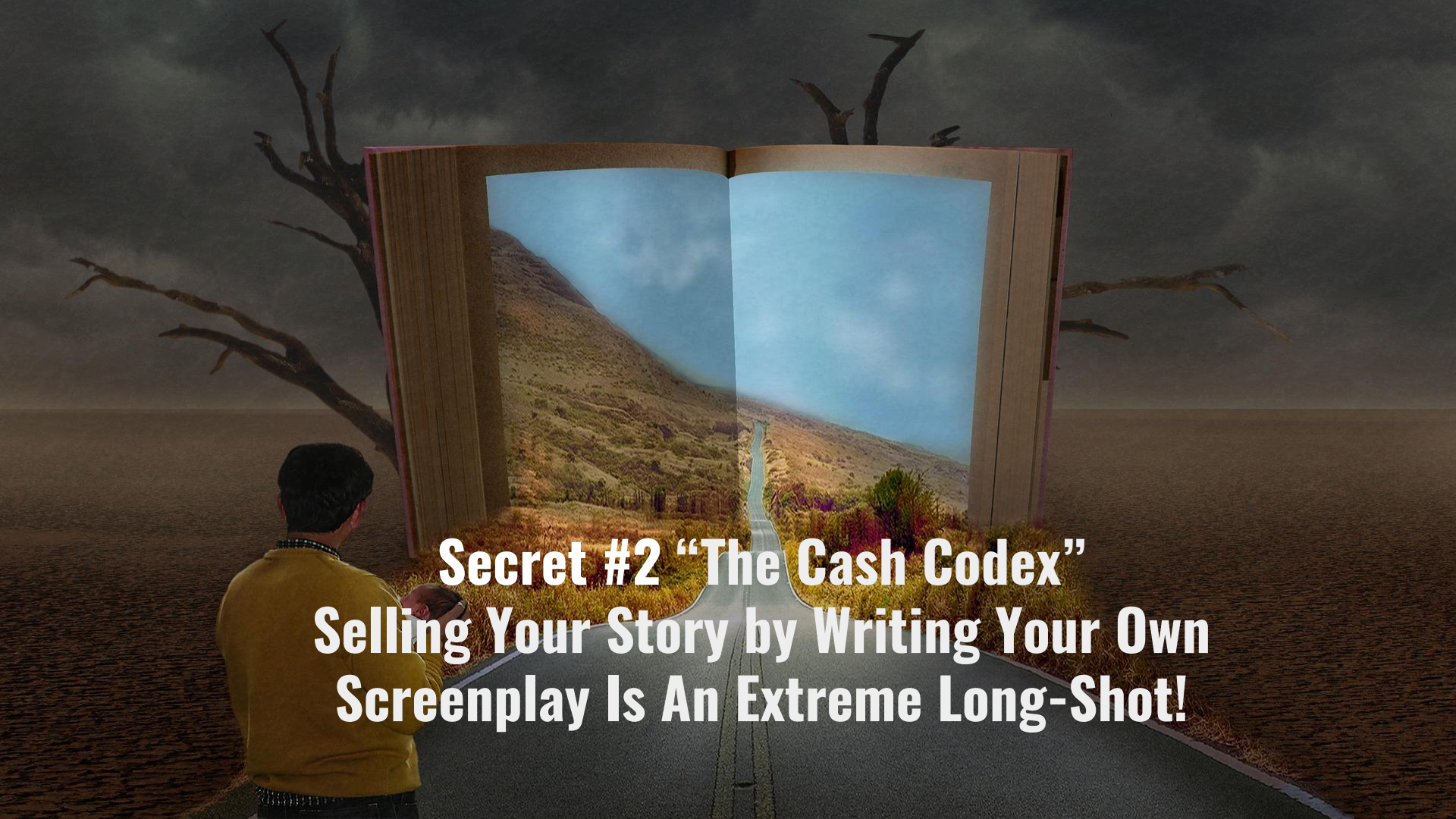
Getting into the Movie Mindset Will Help You Leap-Frog over Other Stories on the Hollywood Conveyor Belt!



WAIT!

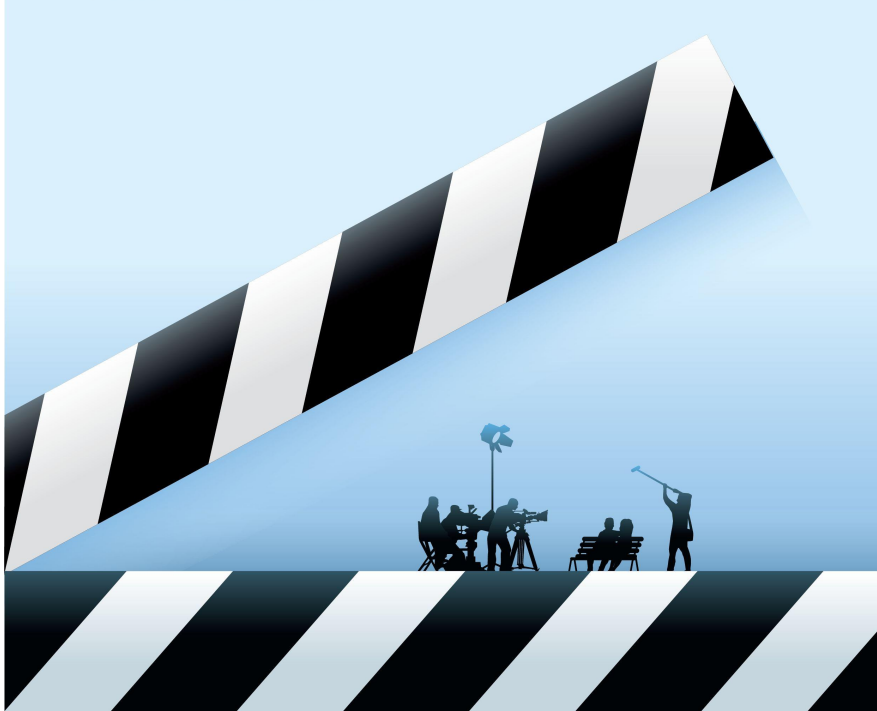
**Counterintuitive and Controversial FACT
about Screenplays!**





Secret #2 “The Cash Codex”
Selling Your Story by Writing Your Own
Screenplay Is An Extreme Long-Shot!

Why Hollywood Loves Books



The stories and characters are more developed, with a deeper well of content and ideas to draw on for the screenwriter.

Why Hollywood Loves Books, *Cont'd.*



Professionally published and vetted books (enticing covers, well-written and edited etc.) make a great first impression...

Plus: Books have depth and breadth...

Amazing raw material for professional screenwriters!

Why Hollywood Loves Books, *Cont'd.*

Book writers ruin the DRAMA when writing their own screenplays...

The two forms of storytelling are different animals!

Lesson: Sell the book (story) and don't try to write your own screenplay!

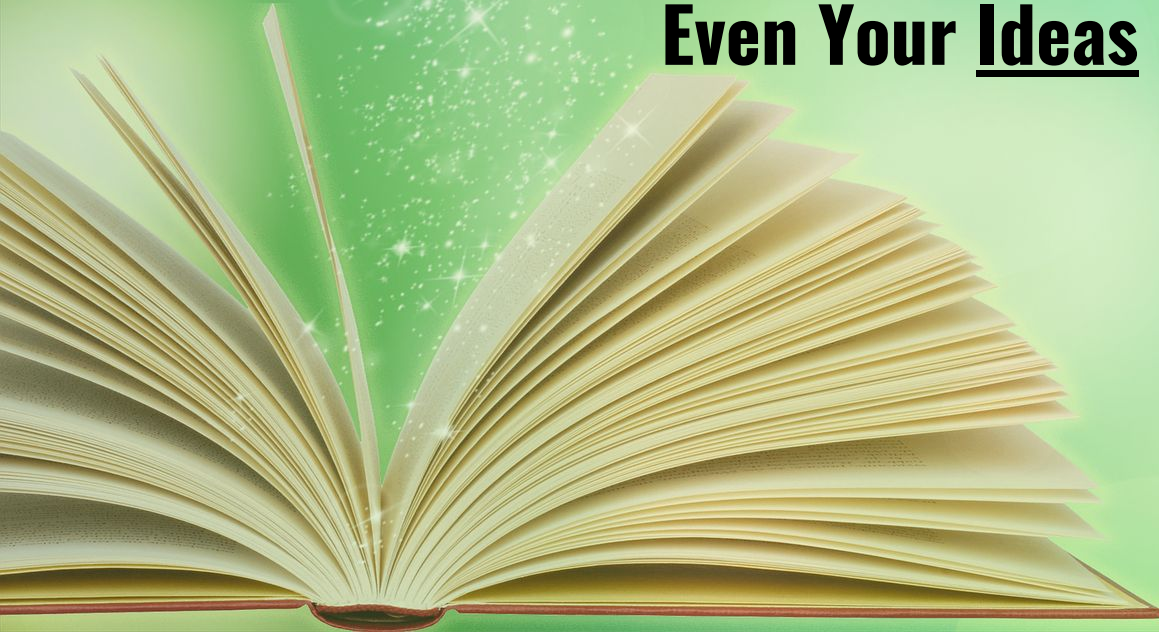


**But What If You
Don't Have a
Book?
Or Your Story
Needs Work To
Make It Salable?**



Secret #3: “The Magic Movie Token”
That Fixes Almost Everything:
Your Story Sold with a “Treatment”...

Even Your Ideas Become Reality Fast!



What Is A Treatment?



A treatment is a relatively brief, loosely narrative, written pitch of a story intended for production as a film for theatrical exhibition or television broadcast.

What Is A Treatment?



A treatment is a relatively brief, loosely narrative, written pitch of a story intended for production as a film for theatrical exhibition or television broadcast.

Written in user-friendly, dramatic but straightforward and highly visual prose, in the present tense, the treatment highlights in broad strokes your story's hook, primary characters, acts and action line, setting, point of view, and most dramatic scenes and turning points.

Example of a Treatment



THE MASK OF

ZORRO

Story Outline - 3/11/94

The opening sequence is told through the eyes of two young brothers, ALEJANDRO and JOAQUIN MURIETTA. It takes place in Alta California, 1822. Mexico is about to win its independence. The Spanish Viceroy of California, MONTERO, realizes his time is up. He has ordered the execution of all political prisoners. The boys sneak into the town square to watch the hangings.

But Montero is foiled again by ZORRO, who sails in and frees the prisoners. Completely heroic, a black apparition in the moonlight, Alejandro and Joaquin watch him in wonderment. But Montero was counting on Zorro's arrival; more soldiers wait in ambush. Zorro is unaware of the trap.

Alejandro and Joaquin give warning. Zorro defeats the soldiers. He thanks the brothers, and presents them with the medallion he wears around his neck, and then he is gone. Joaquin, the eldest, claims the medallion over his little brother's objections. Joaquin also finds an abandoned sword ...

Zorro rides back to his secret cave behind the waterfall. He emerges in his hacienda as Don DIEGO DE LA VEGA, a wealthy caballero with a wife, ESPERANZA, and two-year-old daughter, ELENA. He starts to tell Elena what he did that night, but Esperanza points out that she's not paying attention. Diego says that someday, she will listen to his stories.

Source <http://www.wordplayer.com/columns/wp37-xtras/wp37x.ZORRO.html>

HOLD ON!

Are you prepared to go one level deeper with me?

YES / NO



REVEALED: My (Partial) Secret Treatment Checklist

If your story/ book lacks any of the following you can use a treatment to fix it.

- ☐ **Can you set your story TODAY? Make it contemporary?**
- ☐ **Make your lead male in 35-55 age range?**
- ☐ **Is your protagonist clearly defined? Physically, visually, etc.**
- ☐ **Does your protagonist have a dark problem?**
- ☐ **Can others sympathize with your protagonist?**
- ☐ **Does your antagonist have a clearly defined powerful and worthy goal?**
- ☐ **Does your story have three acts? Clear beginning, middle, end?**
- ☐ **Does your story have an ending that's satisfying? And conclusive?**

Another Reason Treatments Are So Effective...

Lack of time

Distraction

... Means you must put across the idea of your story as quickly and efficiently as possible.

Treatments, because they are short, 5-10 pages, are easily read fast (compared to a book or script).



Speaking of Tools... The “Hollywood Pitch” or Logline

A log line or logline is a brief (usually one-sentence) summary of a television program, film, or book that states the central conflict of the story, often providing both a synopsis of the story's plot, and an emotional "hook" to stimulate interest. A one-sentence program summary in *TV Guide* is a log line.

Source: https://en.wikipedia.org/wiki/Log_line



The Hollywood Pitch Is the Powerful Tool That Sells Your Story Within Time Constraints!

Let me demonstrate why they are so effective. I'm going to provide you some loglines and you try to guess what movie they describe and get your answers in the chat... ready?

"Left behind on Mars."

The Martian

"An aging patriarch of an organized crime dynasty transfers control of his clandestine empire to his reluctant son."

The Godfather

"A computer hacker learns from mysterious rebels about the true nature of his reality and his role in the war against its controllers."

The Matrix

Now You Try....

In the chat box write, to the best of your ability, a logline for your story/ book.

Ready?

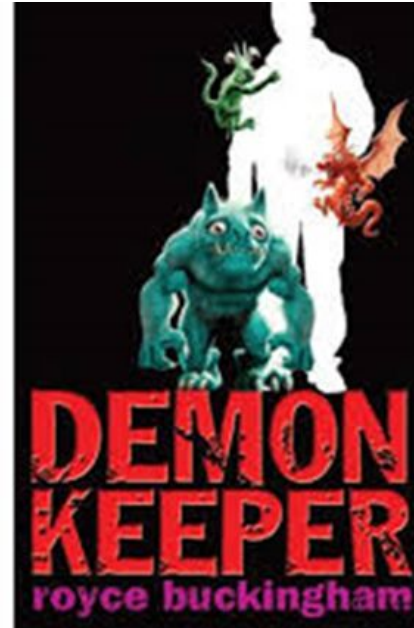


**This Provides a Great Start on What It Takes
to Actually Sell Your Story into the
Hollywood Marketplace**

The Proof... More **Golden Ticket** Winners



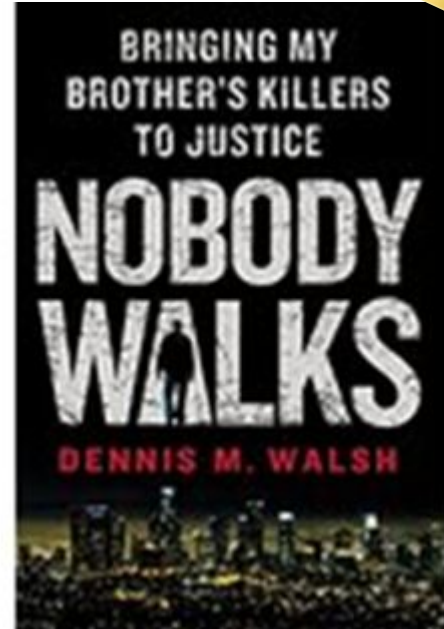
After developing Royce Buckingham's *Demon Keeper* screenplay into a novel and selling it to Putnam, Ken sold the novel to 20th Century Fox on auction.



The Proof... More **Golden Ticket** Winners

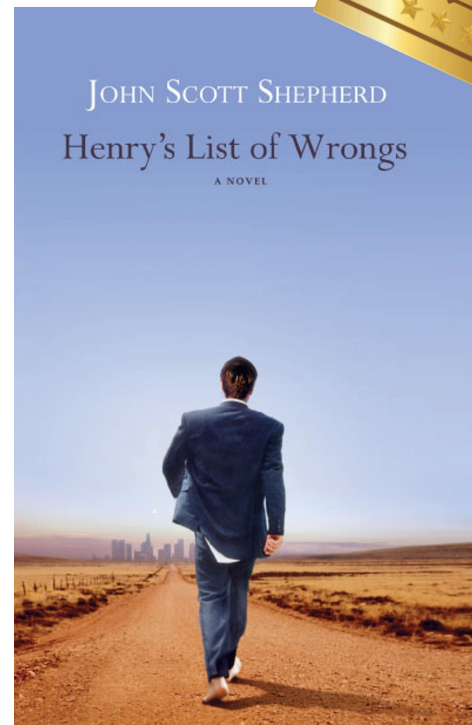


Ken sold Dennis Walsh's true story (true story) to MGM in partnership with Marc Platt Productions (*Legally Blonde*, *La La Land*, *Into the Woods*).



The Proof... More **Golden Ticket** Winners

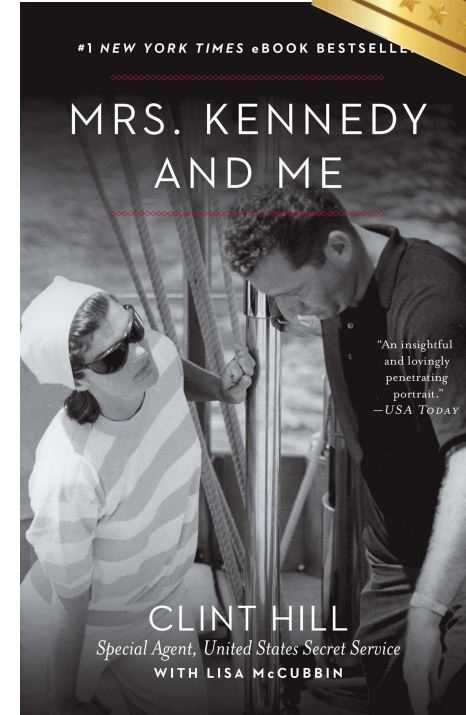
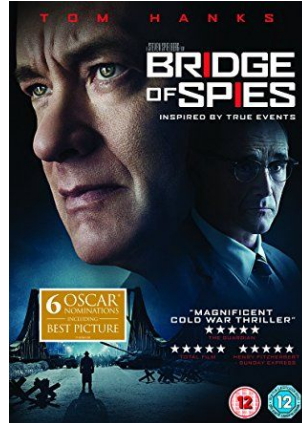
Ken sold John Scott Shepherd's *Henry's List of Wrongs* to New Line Pictures for \$1.2M at auction. John is now a showrunner producing three television series!



The Proof... More **Golden Ticket** Winners

Clint Hill & Lisa McCubbins' *Mrs. Kennedy and Me* sold to Marc Platt Productions (Universal)

Note: Marc Platt won Academy Award nominations for producing....



**Are You Excited that
You Now Finally Have
a **Golden Ticket**
within Your Reach?**



Let Us Know in the Chat...

**How about Getting All
Ken's HOLLYWOOD SECRETS...**

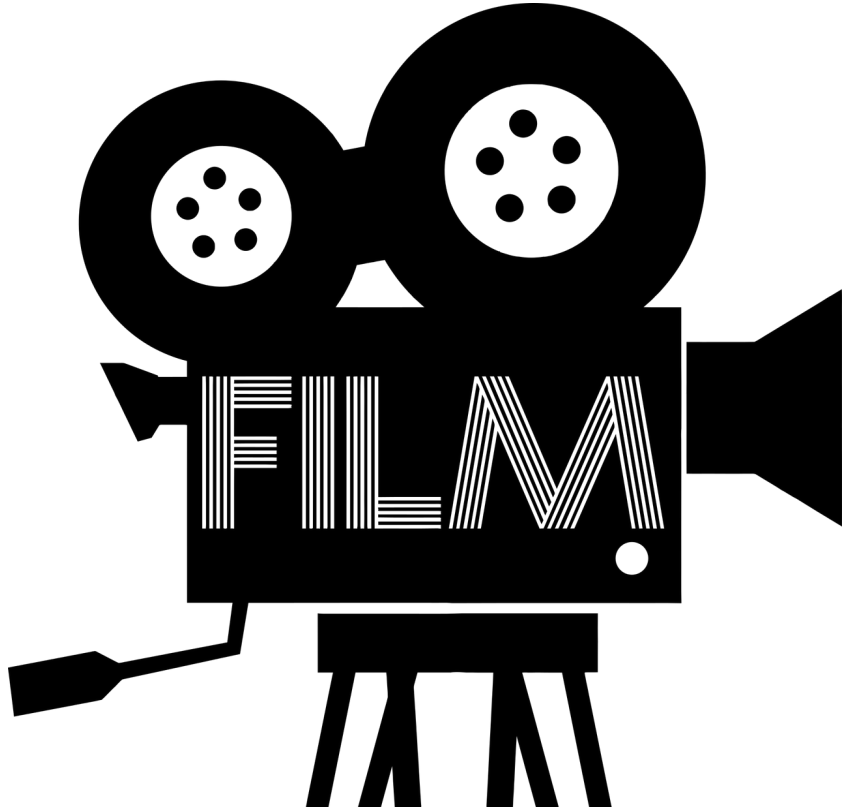
**And How about Working
'Hands On' with Ken Atchity...**

**How about Ken *Representing*
Your Story in Hollywood...**



Introducing...

**Real Fast
Hollywood
Deal**

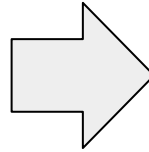


Real Fast Hollywood Deal is a...

**Proven & Unique System to
Help You Succeed at Selling
Your Stories to Hollywood.**

Two-Step Approach

Step 1:
Help You With The
Tools To Master the
Professional Formula



Step 2:
Provide You with an
Opportunity to Sell Your
Story

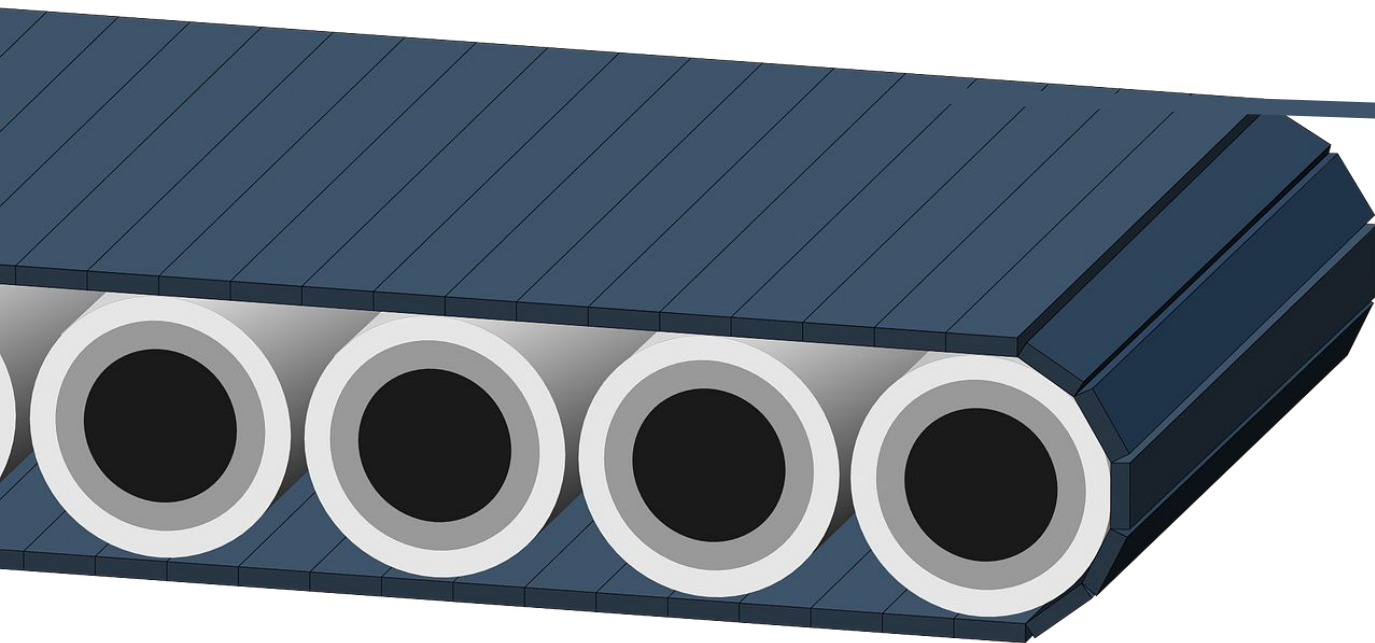




Steve Alten, author of
The MEG, signs
\$1.2M Deal w/Disney.

**Using Ken's proprietary
“Imminently Marketable Story”™
Formula, His Storytellers Have
Signed Literally Millions of
Dollars in Movie and Book Deals.**

The Formula Is Designed to Keep Your Story Advancing on the Hollywood Conveyor Belt until Payday, Which Is the First Day of Principal Photography...

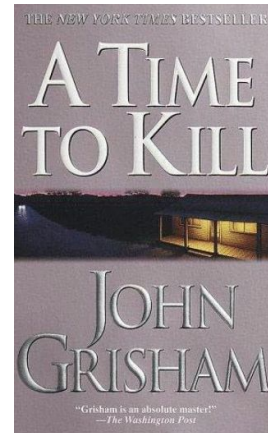
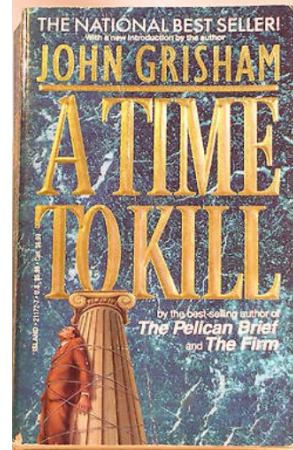
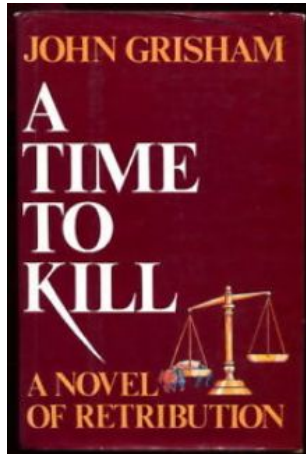


**Full Access to Ken's
“Hollywood Money Machine”
Where You Just Flip The Switch For
Profits...**



The 3 Ways The “Hollywood Money Machine” Pays You

1. Instantly Improves Book Sales (wherever/ however/ whenever published)!
2. Hollywood Buys Your Book or Idea (provides opportunity for massive windfall)!
3. Hollywood Sells Your Book (Repeat Profit Enhancer)



Includes The Tools You Need To Succeed



When you master...

“Hollywood Dramatic Secrets”

...your stories are so emotionally moving and riveting that it forces the Hollywood buyer to offer you more money!

Plus You're Getting The Entire Hollywood Tool Box



- Hollywood Idea System
- Magic Plot Builder
- Book To Film Storyboard Designer
- Red Carpet Walk Master Mindset

Plus You're Getting The Entire Hollywood Tool Box



- **Hollywood Idea System**
- **Magic Plot Builder**
- **Book To Film Storyboard Designer**
- **Red Carpet Walk Master Mindset**

**This is exactly like getting your own
direct download of Ken's formula
worth \$16,000.00**

And Remember...



**The Hollywood Money Machine and
Toolbox... don't require a book or a script
(or even a treatment)... the only thing you
need is a good...**

IDEA!

Blog Post Sold For \$1M....

Ben Affleck and Matt Damon Paid \$1 Million for McDonald's Monopoly Scam Story

12:50 PM PDT 8/3/2018 by Seth Abramovitch

In the end, it was 20th Century Fox and Ben Affleck and Matt Damon's Pearl Street Films' bid of \$1 million — a huge sum for an 8,700-word web feature — that beat out other bids from Universal, Netflix and Warner Bros.



As if that weren't enough!



Step 1 alone sets us apart and...

Has generated millions of dollars for Ken....

And more importantly millions of dollars for Ken's clients...repeatedly!

"I want you to imagine instantly downloading my \$16,000 system..."

As if that weren't enough!



"I want you to imagine instantly downloading my \$16,000 system..."

Step 1 alone sets us apart and...

Has generated millions of dollars for Ken....

And more importantly millions of dollars for Ken's clients...repeatedly!

But Real Fast Hollywood Deal has built in a real game changer with Step 2 and the guarantee of your access...

Step 2 of 2



“ACTION!”

Once you've accessed and applied everything in Step 1 for your story/ idea ...

And once you've discovered how the Hollywood Money Machine qualifies you for...

The Ultimate Hollywood Deal™...

A red carpet with stanchions and a red rope, framing the text.

**Your Optimal
Opportunity
to Sell Your
Story**

Because...

You get personalized 1-to-1 access to
Hollywood's Premier Story Merchant...

Dr. Ken "\$100k Payday Potential" Atchity



Ultimate Hollywood Deal™

Mastermind with Ken:

- 1 Take the course!
- 2 Drop in your appraisal!
- 3 Send in your Logline!
- 4 Pitch Ken personally!
- 5 Get detailed feedback on your story!
- 6 Sign a representation agreement (or get a referral)!



Plug Into Ken's Pre-Existing Network



Hollywood Success Requires Access...



Ken with legendary director David Lynch

Ken's Rolodex Is Wide & Deep



Jim Belushi hanging with Ken

And Extends To Every Part of the Entertainment Business Including Film, Television and Music



Ken on *Hitting the Bricks* set with Dr. Dre.

Reminder: Loglines Are Like Seeds That Can Grow Into Mighty Oaks



Logline Competition



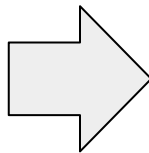
Plus You Get Access To Ken's Network, Power & Influence



- **Ken's Golden Rolodex**
- **Hollywood Story Success Templates**
- **Million Dollar Idea Dissection**

This is equivalent to getting complete access to Ken's proven methodology worth \$55,000.00

Step 1:
You Will Get The
Tools To Master the
Professional Formula



Step 2:
You Will Get the
Opportunity to Sell Your
Story

Ken's
Company

Hollywood
Alliance

Your Golden Ticket:
Pitch Ken
for a Chance at Representation



Hollywood Alliance Guarantee



Here's Everything You're Getting...

Step 1

Imminently Marketable Story Formula™

Hollywood Money Machine

Hollywood Power Language

Hollywood Idea System

Magic Plot Builder

Book To Film Storyboard Designer

Red Carpet Walk Master Mindset

Step 2

The Ultimate Hollywood Deal

1 to 1 access to Hollywood's #1 Story Merchant

Ken's Golden Rolodex Network

Hollywood Story Success Templates

Million Dollar Idea Dissection

Hollywood Alliance Guarantee™

What's My Investment?

~~\$10,000~~

(Not your investment)

Go To

<http://RealFastHollywoodDeal.com/gold>

A wide-angle photograph of a vast desert landscape with rolling sand dunes. A lone figure, wearing a light-colored long-sleeved shirt and pants, is walking along the crest of a dune. A trail of footprints leads from the foreground towards the person. The sky is a pale, hazy orange, and the horizon is visible in the distance with some low-lying vegetation and distant hills.

**What It's Like Trying To Sell
Your Story Without Ken's Help!**

<http://RealFastHollywoodDeal.com/gold>

Activating The Hollywood Profit Force Multiplier

Movies based on books **DRASTICALLY** increase book sales!

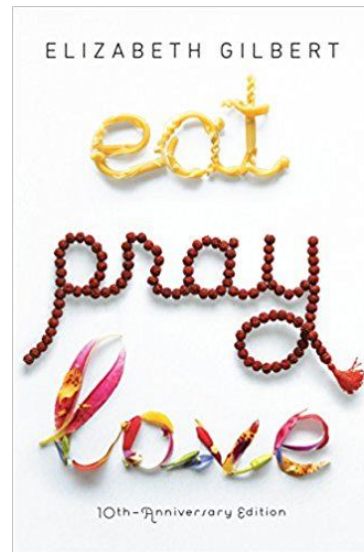
For example, CNN reported about the book Eat. Pray. Love...

1 year = 94K sales (Before the movie)

(After the movie)

1 week = 94K sales!

52x “Force Multiplier”



<http://RealFastHollywoodDeal.com/gold>

What's Access At Ken's Level Accomplishment Worth?



Someone recently paid \$15,000.00 for dinner access to a director of popular \$100M+ production

Another person paid a \$125,000.00 for a dinner meeting with a director and producer of several hit films



Kenneth Atchity

[Producer](#) | [Actor](#) | [Writer](#)



SEE RANK

[View Resume](#) | [Official Photos](#) »

Author, producer, literary manager, professor, and editor. He and his companies, Atchity Entertainment, Atchity Productions, Writers Lifeline, and Story Merchant, have developed books, screenplays, and films for television and theatrical. His clients' books include nearly 20 New York Times bestsellers, including Jerry Blaine and Lisa McCubbin's ... [See full bio](#) »

Filmography

Show all | Show by...

Jump to: [Producer](#) | [Actor](#) | [Writer](#) | [Thanks](#) | [Self](#)

Producer (33 credits)

[The Book of Leah](#) ([producer](#)) ([post-production](#))

[The Meg](#) ([associate producer](#))

[Angels in the Snow](#) (TV Movie) ([executive producer](#) - as Ken Atchity)

[Erased](#) ([production executive](#))

[14 DAYS with Alzheimer's](#) (Documentary short) ([executive producer](#))

[Hysteria](#) ([executive producer](#) - as Ken Atchity)

[The Lost Valentine](#) (TV Movie) ([co-producer](#))

[The Kennedy Detail](#) (TV Movie documentary) ([executive producer](#) - as Ken Atchity)

[Gospel Hill](#) ([associate producer](#))

[Hitting the Bricks](#) ([producer](#))

[The Madam's Family: The Truth About the Canal Street Brothel](#) (TV Movie) ([executive producer](#))

[Life or Something Like It](#) ([executive producer](#) - as Ken Atchity)

[Joe Somebody](#) ([producer](#) - as Ken Atchity)

Why We've Set The Enrollment Fee Where We Have

<http://RealFastHollywoodDeal.com/gold>



The Meg

[PG-13] 2018 · Fantasy/Science fiction film · 1h 55m

 [Play trailer on YouTube](#)

4.9/5 · [Facebook](#)

A massive creature attacks a deep-sea submersible, leaving it disabled and trapping the crew at the bottom of the Pacific Ocean. With time running out, rescue diver Jonas Taylor must save the crew and the ocean itself from an unimaginable threat – a 75-foot-long prehistoric shark known as the Megal... [MORE](#) ▾

Release date: August 10, 2018 (USA) [Trending](#)

Director: Jon Turteltaub

Budget: 150 million USD

Story by: Steve Alten

Production companies: Warner Bros., Flagship Entertainment, Di Bonaventura Pictures

"On Friday September 13, 1996 I lost my job at a wholesale meat company. I was struggling to support a family of five and had \$45.00 in the bank. Five days later, Ken Atchity sold the manuscript MEG to Bantam Doubleday as part of a 2-book, \$2.1 million deal. Then sold the film rights to Disney for another \$1.2 million. He was the only literary manager in the U.S. who believed in the project and had the vision and tenacity to make it happen. Simply stated: I owe him my career."

If you have a good book or great idea, then no matter the price, Ken's your guy."

--Steve Alten, NY Times best-selling author.

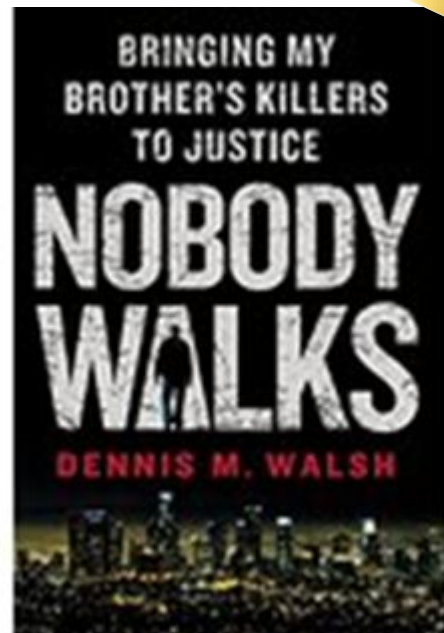
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The Proof... More **Golden Ticket** Winners



Ken sold Dennis Walsh's true story (true story) to MGM in partnership with Marc Platt Productions (*Legally Blonde*, *La La Land*, *Into the Woods*).

Result: a \$120,000.00 Payday



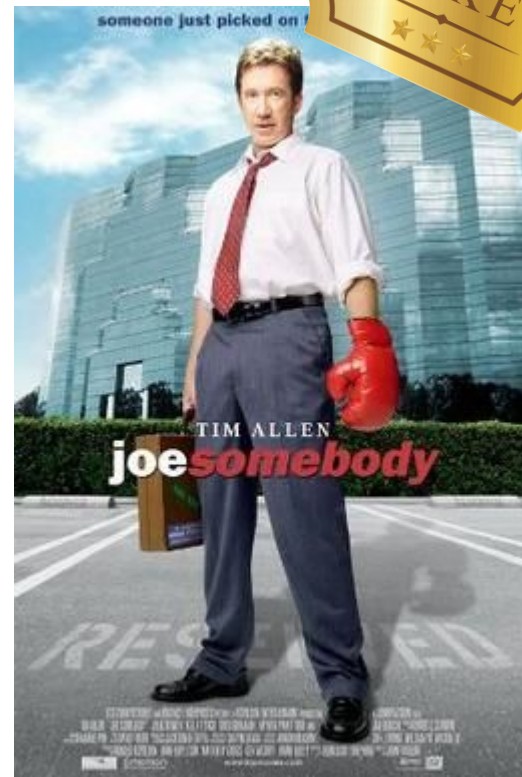
<http://RealFastHollywoodDeal.com/gold>

The Proof... More **Golden Ticket** Winners

Ken sold John Scott Shepherd's

Joe Somebody to Fox 2000

Result: A \$850,000.00 Payday



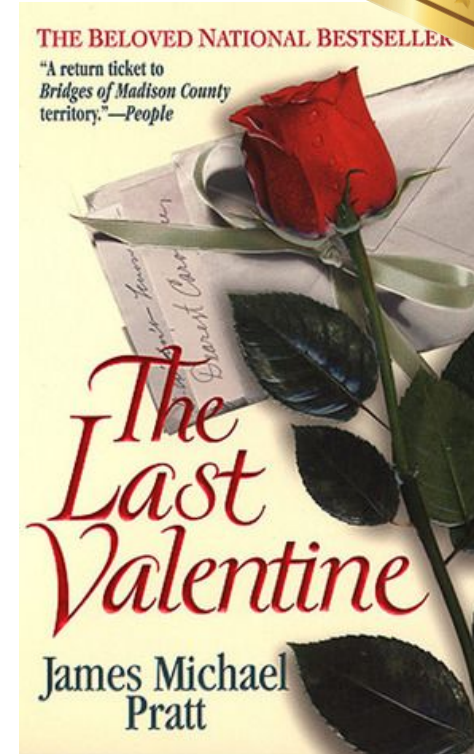
<http://RealFastHollywoodDeal.com/gold>

The Proof... More **Golden Ticket** Winners

James Michael Pratt's *The Last Valentine* was sold to Hallmark Network for \$50k and they changed the name to *The Lost Valentine*

Result: A \$50,000.00 Payday

<http://RealFastHollywoodDeal.com/gold>



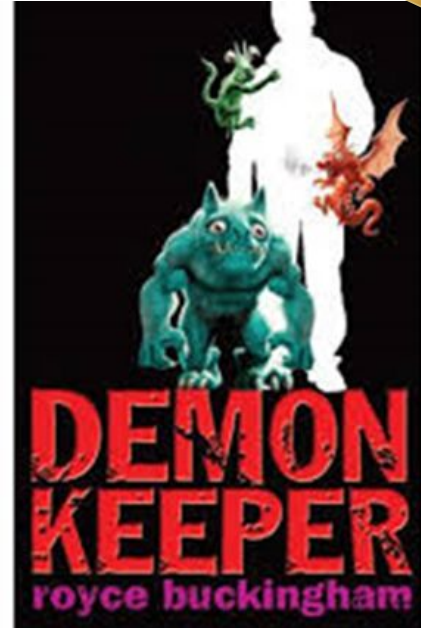
The Proof... More **Golden Ticket** Winners



After developing Royce Buckingham's *Demon Keeper* screenplay into a novel and selling it to Putnam, Ken sold the novel to 20th Century Fox on auction.

Result: A \$650,000.00 Payday

<http://RealFastHollywoodDeal.com/gold>

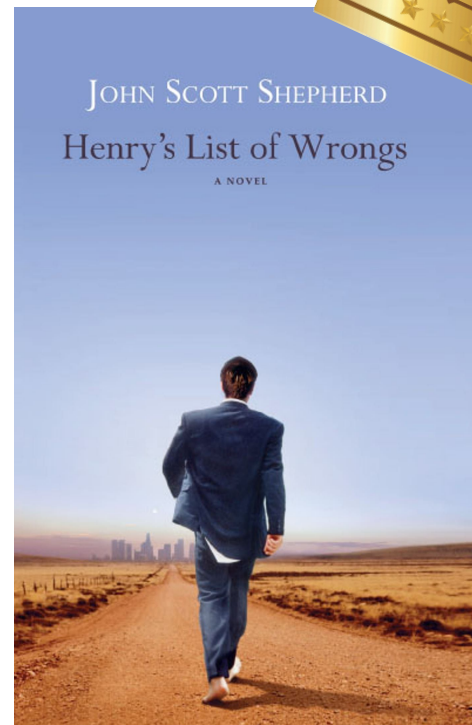


The Proof... More **Golden Ticket** Winners

Ken sold John Scott Shepherd's *Henry's List of Wrongs* to New Line Pictures for \$1.2M at auction. John is now a showrunner producing three television series!

Result: A \$1,200,000.00 Payday

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