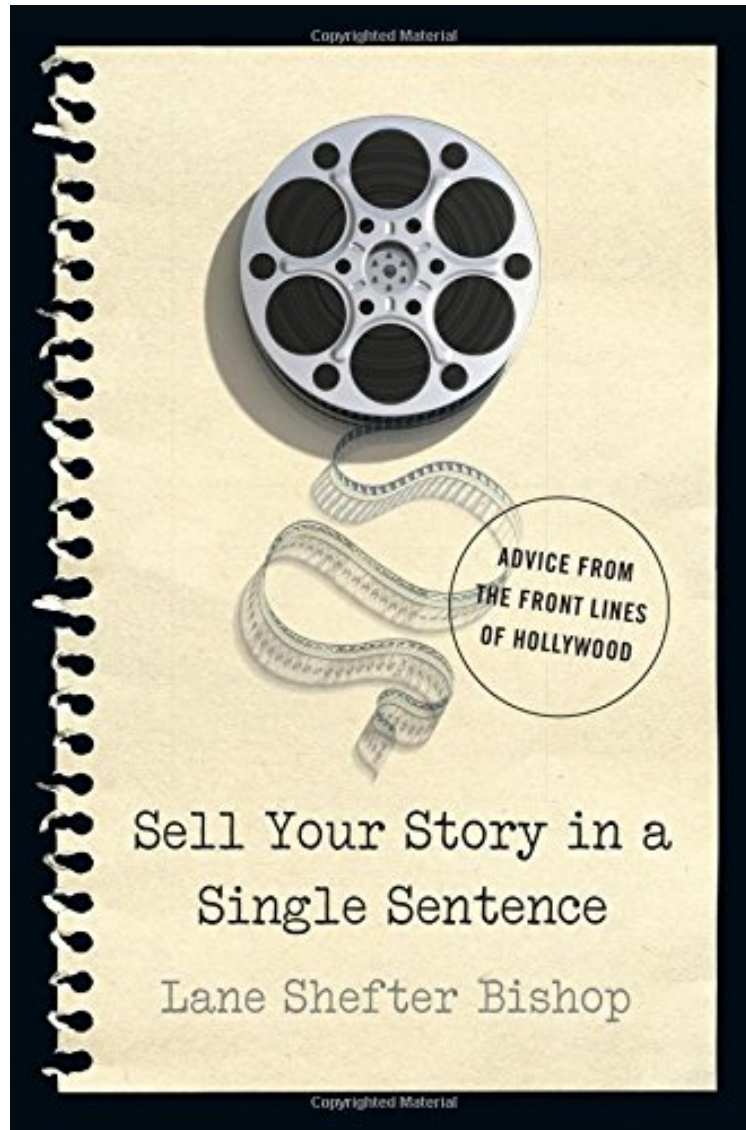


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# Sell Your Story in A Single Sentence: Advice from the Front Lines of Hollywood

*Lane Shefter Bishop*

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**Lane Shefter Bishop : Sell Your Story in A Single Sentence: Advice from the Front Lines of Hollywood** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sell Your Story in A Single Sentence: Advice from the Front Lines of Hollywood:

6 of 6 people found the following review helpful. I Devoured Every WordBy LLThis book helped me "fine tune" my logline in so many ways. Although I thought my rough draft was acceptable, I learned I had made at least five

mistakes and errors. This book taught me what to keep in and what to take out. The most important piece of information I learned was how to construct my logline as a clear marketing tool. Lane tells how to do it and includes every element that the decision makers are looking for. The examples Lane offers are priceless. She gives before and after examples and explains why. Most writers know that every word counts in a logline, but do we know why? Lane explains it all. I love structure and directions. This book offers an easy to understand formula for loglines and how to build with words. The why, what and how is detailed here. You will refer to this book many times for accuracy, instruction and motivation to get your logline perfect. And most important, how the decision makers look at a logline. I didn't realize the power of the hook of a logline as a marketing tool. So it better be a great one. As a footnote, Lane offers affordable help on her website. When I emailed her for some questions, she got right back to me and helped me with my logline. Within only a few emails, my logline went from mushy and weak to great. 5 of 5 people found the following review helpful. If they stop listening you can't sell your story. By Sean The LOGLINE is the first key to selling any literary material. With thousands of screenplays, books and teleplays being pitched or read every day you have to have a great opening line that makes the listener or the reader sit up and take notice. There is an art to expressing that first sentence and like most great art there is great technique hidden within it. Lane Shefter Bishop is a Hollywood insider. In this book she outlines some great techniques that goes into the art of the logline. She breaks it down to the simplest elements that are essential on the page and in the room. I think her insights and coaching apply to any kind of storytelling. She is a pro. You want to pitch your great story? You need a great logline. You need this book. 3 of 3 people found the following review helpful. A Hollywood MUST READ! By Customer At this time of year where mass graduations surround us, I speak to parents. When the young graduate, fresh-faced and ready for the world announces "I wanna be a film maker," purchase this book. It arrived in three days and was finished over a lazy weekend. It's an imperative read for anyone approaching Hollywood. Pick up Lane Shefter Bishop's "Sell Your Story in a Single Sentence," and you're immediately seized by what a practical guide the author has created. It is a self-help book written by a television and theatrical director/producer who is relevant in the heart of Hollywood. Shefter Bishop recently produced a multi-million dollar grossing wide-release film (The Duff, \$43MM at the Box Office). Read "Sell Your Story" and you can skip over many other books written by the countless refugees from the trenches who punched their ticket for sanitized academia. The book begins at full speed and doesn't discuss the why. She lightly skips over the traditions of story telling, assuming that the reader already has something to sell so the chapters skip the why and begin with the how-to, which is probably a calculated piece of writing, knowing her audience is a ready made. Shefter Bishop, aware that the proper way to address a recent film school grad is "Hey Waiter!" provides a quick, but appetizing read on how a creative can sell their story efficiently and effectively. Writing a book about a single phrase or "log line", Shefter Bishop takes on the task of using about 50,000 words to help the seller hone their pitch to a single, complex notion. From the start Shefter Bishop serves up example after example of log lines that initially didn't work, and then takes us through the process of editing them down to almost perfect pitches. Through the first several chapters we find a heavy amount of editing. At the heart of this work is the theme "edit, edit and reedit." Shefter Bishop demonstrates her gift generously here as she proves the sum of the fewer parts becomes a greater whole. As one reads through the chapters, Shefter Bishop offers a tutorial to strong story lines, but also strong story telling, using chapter themes to get into the head of the reader/writer, reminding one of the the basics of story, character, desire and other fundamentals required of a writer for the big or small screen. (Whew that last line needs her editing skill.) One irritant in the book is the lack of tight editing. A log line example identifies "Somalian" women females living in Somalia. A good editor would have recognized the plural is Somali women, but that's just a little speed bump in the process. (Any typos here are blamed on spell check.) One of the best examples of Shefter Bishop's intellect on the go is during a meeting on the Sony lot. She finds herself put on the spot, by a struggling writer who needs a fix to a log line he's been rambling about. The result is a little piece of gold on pages 47-48. The example is worth the reading of the rest of the book. I enjoyed it and now have to order another copy as I sent a young waitress/producer on her way with my copy last week.

Every writing project has one thing in common they all start with a single sentence. Writers constantly struggle to answer this question: What is your story about? Finally, a guide by a leading Hollywood insider who actually knows the answer and now she shows you how to do it yourself! Lane Shefter Bishop, CEO of Vast Entertainment, explains the key to selling your screenplay, novel, or script. This comprehensive guide to opening career doors is the first of its kind, highlighting the tips and techniques for making your story stand out. From tips on character development to hints on points to avoid, Bishop covers all your bases when selling your story.

About the Author Lane Shefter Bishop is the CEO of Vast Entertainment, a book-to-screen adaptation company for television and film projects, [www.vast-entertainment.com](http://www.vast-entertainment.com). Director-member of the Directors Guild of America and the Academy of Television Arts and Sciences, her honors and awards include: An Emmy, a Telly, a Videographer Award, a Sherril C. Corwin Award, an Aurora Award, a New York Festivals Award and the DGA Fellowship Award for

Episodic Television. She lives in Los Angeles, California.