



YEAR ROUND
PROGRAMME

WORD TO SCREEN MARKET 2024

Pitch Guide

Log Line (max 200 characters) : A sentence or two about your book, to hook the reader.

Synopsis (max 800 characters): Include the book's premise, overview of the main plot/subplot and main characters. Please note, this synopsis will be included in the final catalogue of MAMI Word to Screen Market 2024

Long synopsis (max 6000 characters): This section should be a longer synopsis of your book. Please keep in mind the following points while writing the synopsis of the book.

1. Synopsis should have the entire story of the book within word limit with major plot-points, major characters and their arc, and the end. Do not write an excerpt of the book as the long synopsis.
2. Reveal it all. Make sure to have the main plot points and main characters in the synopsis. You should pitch the entire story - where it is set, all the major beats, who the main character is, and the incident/s on which the story hinges.
3. Keep all spoilers in your story, including the end. You are pitching your story to prospective buyers. They need to know the entire story including all major plot points and the end. The end of the summary should feel satisfying, tying up all the loose ends introduced earlier.
4. Write your synopsis in the third person even if your book is not in third person. A third person point of view is necessary in maintaining narrative distance.
5. Please write the synopsis in present tense.
6. You can have dialogues in your synopsis. However, keep them short. Do not include a whole paragraph of dialogue. A short dialogue can be used to add colour to a character or make them distinct.
7. Adapt the style of writing the summary to the book's genre. A buyer will be more attracted to a comedy book if the synopsis conveys how funny it is. The same rule applies if the book is filled with action or if it is a horror story.
8. The synopsis should always move forward at each step. A scene in the story should either be a set up for the next scene or a logical continuation of the previous scene. The reader should feel the momentum in the story.



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9. Keep focus on character development. A synopsis is not just a plot. It is possible you might miss paying attention to your characters' arc through the story in trying to hit all the major plot points. However, at every point, the summary should make a character's motivations clear and it should point out the turning points in a character's emotional journey.
10. Keep the characters distinct from each other. You can do this by pointing out a characteristic of each character which makes them different from all the other characters. It can be a physical characteristic or an idiosyncrasy.
11. Please write character names in CAPS. This will help the reader keep track of all characters in your summary.

What makes the title suitable for adaptation (max 800 characters):

1. Indicate why your title should be considered for screen adaptation.
2. Include what makes your story compelling and timely to convert it into a film/series.
3. Include the main conflict of the plot - it's a crucial part of the pitch.
4. Please keep the language lively and engaging.
5. You may consider including the author's vision - aspirations, creative ambitions - for screen adaptation.