

Why? Because what you get by submitting through VFP that you don't get otherwise is a guaranteed response. Anybody who's sent out multiple query letters in the past knows that this is, well, priceless. Most queries go straight to the recycle bin. But with VFP, the producers, agents, and managers who've signed on have agreed to not just always give a response but to do so within five days. VFP pays them a gratuity for each letter they respond to, but according to Zuckerman, that's not the real reason they do it. "Their incentive is mostly to try to find a new writer or project," he says, "because most of them are making about 25 dollars extra a month."

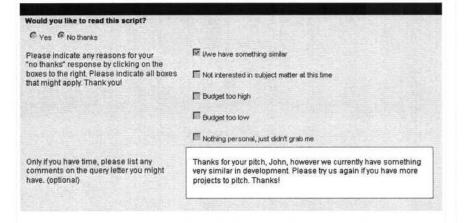
- ► July (9) June (7)
- May (5)
- April (5)
- March (6)
- February (5) Coverage Ink/Writers on the Storm/Cyberspace

Open Virtual Pitch Fest - a

Review

The Adam Leipzig Interview

http://coverageink.blogspot.com/2011/02/virtual-pitch-fest-review 21.html



Sample "No Thanks" reply. Pope scored an astonishing 50% success rate.

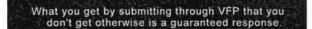
So how can you rise to the top and prove yourself and your script to be that new writer or project worth the industry pro's while? It all starts with a strong query letter, the first glimpse that producer, agent, or manager has at your writing chops. But query letters are a different animal than screenplays; it's important to make sure yours kicks butt. Fortunately, VPF offers sample letters on their site to help you hone your approach. It's a very helpful tool.

Time to give VFP a whirl. I signed up and sent out ten submissions. The first response came within hours. By the end of the first day, I'd gotten replies from four companies. The next day, three more filtered in. By the fourth day, all ten companies had responded. Five companies asked me to send my script; five passed. Five out of ten, according to Zuckerman, is "a very successful rate." I guess those last six months developing my actioner and tightening my logline through Coverage, Ink paid off! The replies ranged from the generic "No thanks, but thank you for submitting" to a minimalist "Yes" to one very enthusiastic "Thank God! Finally something I want to read!" I followed up on those five positive responses and within another day, one high-powered agency contacted me asking to schedule a meeting.

One week later, I'd signed with a top management company and am currently hip-pocketed by the agency in question, pending officially getting signed.

Okay, one might say these results are fairly exceptional. In truth, I may have had a bit of an unfair advantage, in that I had the full resources of Coverage Ink behind me in developing the script through 14 drafts, not to mention produced credits. Regardless, VFP is affordable, offers real access and a guaranteed response... a nice little resource.

Still, there are downsides. As I mentioned earlier, their name is a little misleading. This isn't a chance to pitch; it's a chance to *query*. If you're planning to use your infectious personality to win them over in the room, you're out of luck. You have to write a dynamic query letter. Virtual Query Fest? Sure, it doesn't sound quite as nice, but it would be more accurate.



Another drawback is the way the responses come to you. You receive an email telling you an industry pro has replied, but the email doesn't have the reply or the name of the industry pro in it. Now you have to go to the website, log in, and look at your list of submissions. Next to the names of the industry contacts, you will see a status which will either say "submitted," meaning you haven't gotten a response yet, or "responded," meaning you have. Once you click on "responded," you get their response. For me, this wasn't a difficult process because I only queried ten companies. But what if I'd queried 50? Or more? I'd have to scroll through, try to remember which ones I'd already checked, and try to find which industry pro had replied to my query. Simply giving us the name of the responder in that notification e-mail would make the process considerably more user-friendly.

But these minor annoyances aside, the fact is that I found VFP to be a very impressive, inexpensive and userfriendly way to reach out to industry pros and get a prompt and guaranteed response. So take the time necessary to develop your screenplay until is it bulletproof, hone your query skills and start digging change from the couch cushions. You'll be invading inboxes in no time.

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Understanding Drama by Steve Kaire Writers on the Storm

Contest returns 4-25-11

January (3)

2010 (49)

2009 (42)

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- 2007 (48)
- 2006 (46)



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- · Coverage, Ink
- Writers on the Storm Screenplay Competition
- Creative Screenwriting Magazine