

## **REVERSE ENGINEERING SUCCESS**

with Paul Foley

### **Reverse Engineering Success: Loglines**

This workshop helped participants hone the skills necessary to identify the best aspects of their stories and present them to the industry in a concise and marketable format. Paul Foley illustrated not only how and why loglines are an important sales tool, but how they can provide writers with the opportunity to vet ideas, diagnose story problems and clarify their artistic goals at every stage of the creative process.

### **Reverse Engineering Success: Know the Studios**

In this workshop, Paul Foley gave an overview of the studios and production companies to help attendees make a more informed decision about buyers before embarking on writing and marketing a new script. He examined the studios that are currently in the market, which producers have deals with the studios, what they're buying, the intellectual property they already own, and what they might be looking for next.

### **Reverse Engineering Success: Know the Networks**

In this workshop, Paul Foley gave an overview of the networks and their needs through an in-depth examination of the 2014 pilot season. Information about what the networks bought, made, and what's still on the air was examined, which helped attendees better decipher the market and illustrated the importance of making informed decision before beginning writing and/or marketing a new script.

### **Reverse Engineering Success: Know the Reps**

Attendees of this workshop gained tools for getting the attention of agents and managers, understanding the difference between the two, and how to devise a strategy to get the attention of buyers with or without representation.

### **Reverse Engineering Success: How to Be Good in a Room**

In this workshop, attendees learned how to get the results they want from any meeting. Paul Foley discussed how to build rapport, how to actively listen and take notes, how to hear a no and take a yes, how and when to follow up, and how to close on a positive note. Paul Foley drew on his extensive experience being in the room. He encouraged attendees to share their own stories and advised them on how to handle them moving forward.