



A CHEAT SHEET FOR CREATIVE IMPROVEMENTS

NOTE: Each keyword can be read as if filling the blanks in a sentence like "this spot needs ____" or "what's/where's the ____?" or "the ____ can be improved."
Also you're encouraged to drop in a curse word or expletive or two, and a modest amount of accompanying exasperated hand wringing and gesturing.

FEEDBACK KEYWORDS

APPEAL	CONNECTIVITY	GENUINE	PACE/PACING	SMARTNESS
AERIAL SHOTS	CONTENT	REACTIONS	PAYOFF	SOUND DESIGN
ATTITUDE	CONTROVERSY	GRANDE	PLAYFUL	SUPRPRISING
AVANTE GARDE	COOL	HIGH CONCEPT	POLARIZING	SUSPENSE
BEATS	COPY	HIGH IMPACT	PUNCH	SWEEPING
BIG	DANGEROUS	HIP	PUNCTUATE	SYNCOPIATION
BIGGER	DILEMMA	HONESTY	PURPOSE	TENSION
REACTIONS	DRAMA	HUMANITY	RANGE	THEATRICAL
BITTERSWEET	DRIVING	HUMOR	ROMANCE	THEME
BUILD, BUILD,	EMOTION	IMPACT	RHYTHM	TIMING
BUILD	ENERGY	INTENSIFY	SCOPE, SCOPE,	TONAL
BRANDING	ENGAGING	IRREVERANCE	SCOPE	TOPE
CASUALNESS	ENTRY POINT	JEOPARDY	SELL IT	UNEXPECTED
CHARACTER	ESTABLISHING	JOKES	SENSIBILITY	UNIQUE
SELLS	SHOTS	LEVITY	SET UP	UNPREDICTABLE
CHARM	EVENTIZE	MISDIRECT	SEXY	URGENCY
CLEVER	EXTREMES	MOTIVATED	SILENCE	VIBE
CLIFFHANGERS	FAMILY	MUSIC	SIMPLIFY	VISUALS
COMPPELLING	FRESH	MYSTERIOUS	SIZZLE	VOICE
CONFLICT	FUN	ORCHESTRAL	SLOW MOTION	WARMTH

TOPLINE CREATIVE QUESTIONS

What's the **UNIQUE** selling point?
 What's the **HOOK**?
 What is **UNEXPECTED**?
 What's the **CAN'T MISS** opportunity?
 What's the **DILEMMA** to anticipate with glee?
 What's at **RISK**?
 What's the **CARROT**?
 What's the **POV**?
 Do you **CARE** about the characters?

What do we want to **LIKE** about the character?
 What's the youth/teen appeal/entry point?
 What's the female appeal/entry point?
 What's the male appeal/entry point?
 How would another network sell it?
 What's the **O HENRY!**?
 What's the Negation Of The Negation?
 Does the creative work on mute?
 Is it **FUN**?

POSITIONING

PROTAGONIST
 OPPONENT
 NEED v. DESIRE
 INCITING INCIDENT

PHASES

PHASE 1: DISBELIEF
 PHASE 2: ANTICIPATION
 PHASE 3: IMMEDIACY
 PHASE 4: SUCCESS

TEAM ROLES

THE EXPLORER
 THE ARTIST
 THE JUDGE
 THE WARRIOR

QUOTES & MANTRAS

Brand, Broaden, Believe.
 Don't attempt to be young... be young.
 Don't go to familiar, comfortable places.
 Write for the personality of the announcers.
 Create flashpoints of imagery to remember the moments.
 Battle the brand's perception.
 Play with the silence.

"If they're not talking about the shows, they need to be talking about the marketing."
 "Never service the shows, service the concepts. Transcend the drawbacks of the show."

"It's still new until EVERY PERSON IN THE WORLD has seen it."

"Avoid lame, lame, lame copy. Promospeak is death."

"If you work here, you'd be home by now."