

60 Second Screenwriter: What's an elevator pitch?

[Scott Myers](#)

A video series addressing key screenwriting concerns in sixty seconds.



Some time ago, I proposed an idea to my DePaul University School of Cinematic Arts colleagues: What if we produced a lively, informative series of videos called *60 Second Screenwriter*? The concept was simple: Aggregate questions relevant to anyone interested in the craft of screenwriting, then use DePaul students and faculty to produce the series?

And we did it! There are 15 videos, each about one minute long and we are rolling them out biweekly at our [YouTube channel](#).

Today: What's an elevator pitch?

To be honest, this was the proof of concept for the entire series, but folks seemed to think it was a fun explanation of the concept... so, here you have it. Me in all my glory at my university office.

The key to an elevator pitch: The six-word test.

I had a great time producing the *60 Second Screenwriter* series working with my fellow faculty members and a terrific group of undergraduate and graduate students. Here is the production team:

Director: Penny Penniston

Cinematography: Shannon Kuncé

Production Audio Mixer: Eagle Liao

Editor & Colorist: Ana Christian

Post Audio: JoeyDeFabio

To see more videos in the series, go [here](#).