Frank Ash
Ten Questions You Should Try To Answer...

1. What is your programme called?

2. Can you write a 50-word **logline/billing** that would make me want to watch it?

3. Who is your programme for? What's the **channel**? What's the **slot**?

4. What's in it for your audience? Why should they care? What is your **Big Promise**?

5. Does your story have an underlying **theme**? What is it?

6. Viewers crave **characters**. Whether we love or loathe a story's central character, we must care about what happens to him/her. What is compelling about your central character?

7. What does your central character want? What is stopping him/her from getting it? In other words, does your story have an overall **narrative jeopardy**? What is it?

8. Do the individual sequences/chapters/scenes in your programme pose **questions** that get **answers** later on in the story? Describe some of these.

9. Do you have an **opening** that will make the audience want to keep watching? Describe it.

10. Do you provide **narrative closure** for your story? How?

The more of these questions you try to answer *before you shoot a single frame*, the greater your chances of telling the story well.

Through the production process, your answers may change.

The questions won't.