

**TV BOOK REVIEW:**

**TEN MINUTES TO THE PITCH**

By Chris Abbott

By Tim Muncher

Anybody can be a book reviewer. You don't even have to know how to read. All it takes is control+c and control+p. Yep, you sure as fuck got it. I'm talking copy and paste.

I learned all about this when His Majesty the Brode assigned me the task of reviewing a crappy looking little paperback with the lame-ass title, TEN MINUTES TO THE PITCH.

Don't get me wrong. I'm all for learning how to pitch my genius ideas to the buying morons so that even they can get them. But the book's got this bullshit maroon and yellow cover that makes it look like a treatise and then when you open it up the inside is just the opposite, with funky design and a section with gray pages for no reason. The look of the inside was just as much bullshit to me as the outside, so the last thing I wanted to do was have to try to make sense out of the words.

So instead of reading I googled. And found a press release from the publisher, Tallfellow Books. It says everything there is to say about the book, and it's really well-written, so here it is:

*Pedro Martinez. Roger Clemens. Randy Johnson. All have pitching coaches to steer them toward victory. So should every Hollywood writer. Pitching - selling one's story to producers and executives - is the only way to stay in the game.*

*For those who can't afford a live-in coach to prep them for studio meetings, there's now a portable alternative: Writer and producer Chris Abbott's new book, TEN MINUTES TO THE PITCH: Your Last-Minute Guide and Checklist for Selling Your Story (Tallfellow Press, ISBN #1-931290-56-3, Jan. 2005).*

*TEN MINUTES TO THE PITCH is the second in Tallfellow's new Ten Minutes to Success series. Written by a Hollywood veteran who has pitched and been pitched to, the book provides invaluable insider advice as*

- *Turn Off Everything But Your Mind*
- *Don't Start Pitching Until You're in the Room*
- *Be Memorable (lacking natural charisma? Turn to page 83)*
- *plus anecdotes from industry pros explaining what to do... and what not to do!*

*Compact and comprehensive, TEN MINUTES TO THE PITCH comes with a last-minute checklist that prepares writers for that all important moment on the mound, as well as a resource guide to get you in the game. At \$12.95 and 4 1/2" wide, it's designed to fit any budget or pocket.*

*Chris Abbott's career began as a story editor on Little House on the Prairie. She went on to write for, consult on, and produce such shows as Cagney and Lacey, Magnum P.I. and Diagnosis Murder. She lives in Utah with her husband and son and is working on a novel. Her royalties are being donated to the Writer's Guild Foundation's Literacy and Library Programs.*

Good writing, no? I'd credit the author, but the publisher evidently wants us to think this is the word of God because nobody else is credited. Not that the word of God would exactly be a selling point to me because I remember when I was eleven and had this talk with Him about my genitals and, well, let's just say He didn't deliver. I spent all of high school strategically shielding myself in the locker room when we had to change for P.E.

Truth to tell, the Anonymous Press Release Genius did such a good job describing this book that I sat down and read it after all. The reading didn't take much more than ten minutes, and when I was through, holy crap, boys and girls, I actually knew more than I had when I started.

I knew the "15 Do's and Don'ts to go over when there are literally "Ten Minutes to The Pitch." (Although I didn't know why "do's" got an

apostrophe even though it's a plural and "Don'ts" didn't, or why she capitalized "The" inside the book but not in the title of the book.) I knew how to make myself memorable. (Although I already knew that. Just ask the Yale Campus Police.) And I learned "Don't Leave Before You're Finished." (Although my problem is probably that I have this tendency to stay in one place way too long. But, shit, the next chapter took care of that with "Make a Graceful Exit.")

The bottom line here is that *Ten Minutes to the Pitch* turned out to be packed with 411 and written in a breezy, entertaining style that I'm trying to imitate right here (like my hero, Mike Peck, in his review of *A Martian Wouldn't Say That*). Thanks to Chris Abbott, I'm all ready for my first close encounter with fucking Les fucking Moonves and all the rest of the Business-Suited Scum That Controls Our Entertainment Destiny.

So my hat's off to Ms. Abbott, and my only real complaint is there's not one picture of her anywhere in, near, or around this book. Hey, Chris, if you're reading this tell me true: Are you a babe? Is that the real secret of pitching? A really goofy looking guy ("Yours truly," he admitted sadly) wants to know.