

JEN GRISANTI CONSULTANCY



Welcome to the August newsletter for Jen Grisanti Consultancy Inc.

The Future of Story, Marketing and Media

Where are we headed in terms of how we market and how we tell story in the ever-changing media landscape? Story and the way we tell it is fluid and constantly moving forward, changing forms and evolving as the world does the same. Marketing is growing in miraculous ways because of the Internet and social networking. The viral effect is making a difference in all of our lives. Media is also continuously diversifying with the emergence of new platforms. Story, media and marketing are leading to success for entrepreneurs on multiple levels. Being conscious of the changes in these arenas can lead to your success in any business. It's all about knowledge and empowerment and being open to all the new ways to grow. For more, go to my [BLOG](#).

[The Huffington Post.](#)

[My Past Blogs for The Huffington Post](#)

UPCOMING DEADLINES FOR WRITERS

[Scriptwriters Network High Concept Screenwriting Competition - Deadline 10/31/11](#)

[TV Writer Podcast Summer Contest by Gray Jones - End date is August 21, 2011](#)

[From The Heart Productions Film Grant Proposals - Deadline is August 30, 2011](#)

[Champion Screenwriting Contest - Script Magazine - Late deadline 8/31/11](#)



INTRODUCING MICHAEL WIESE PRODUCTIONS ONLINE FILM SCHOOL

Want to make great movies? It's not about the camera you use or the sets you build. It's about your consciousness as a filmmaker!

Michael Wiese Productions (MWP) publishes the world's best 'how-to' books on filmmaking and screenwriting and we can certainly give you the tools to improve your craft. But besides improving your skill set, it's time to step up and recognize that it is your responsibility to use your skills for the benefit of all humanity and life on Earth.

Your great stories and films can have tremendous transformative power to influence and transform audiences of millions. Or not.

Take a moment to take that in. The classes are \$60.00. You can't afford not to do it.

UPCOMING EVENTS

THE FUTURE OF STORY CONFERENCE - AUGUST 27, 2011

(Key Speakers - [Chris Vogler](#), [Pilar Alessandra](#), [Pen Densham](#))



Led by some of the best-selling screenwriting authors/teachers in the industry, this dynamic conference will help you take an objective look at both yourself and your professional skill sets as you polish and target your stories for film, television, and print. With over 30 MWP authors attending this conference, you'll have an opportunity to network one-on-one with experts on screenwriting, pitching, and various aspects of filmmaking.

I will be on a panel at this event led by Chris Vogler on Story Development.

After being on a panel at UFVA with some of this dynamic group of authors, it gave me a glimpse of what to expect. You will gain VALUABLE insight on story from the top experts in the field. Do not miss it! Tickets are \$65.00 for the conference and \$75.00 including the VIP Screening. Register [here](#). This event is also discussed in my [BLOG](#).

THE SCREEN WRITING EXPO - SEPTEMBER 15 - 18 at the Westin, LAX Hotel

This is the largest conference and trade show in the world for



screenwriters, offering over 300 seminars, and pitching access to agents and development executives. The Expo will take place **September 15-18, 2011** at the WESTIN LAX Airport, and I'll be presenting 2 seminars on Gearing Up For Staffing and Development Season and Writing The TV Pilot. For more information, [click here](#).



MICHAEL WIESE PRODUCTIONS ONLINE FILM SCHOOL - TUESDAY, SEPTEMBER 6, 2011

Story Tools: Fictionalizing your Truth, Log Lines for your Life, Powerful Dilemmas, and Clear Goals with Jen Grisanti - Register [here](#).

I will be teaching a class from 6:00 p.m. to 8:30 p.m. online. The price is \$60.00.

HOWL AT THE MOON WRITER'S CONFERENCE - SATURDAY, OCTOBER 1, 2011

8:30 a.m. to 4:30 p.m. LEWIS CENTER for ACADEMIC

EXCELLENCE, 17500 Mana Rd., Apple Valley 92307 **FEATURED WRITERS:** · Jennifer Grisanti · Linda Cowgill · Devorah Cutler-Rubenstein · Marilyn R. Atlas

Limited seating! Act now! Early Bird Prices: Only \$35 for members & FT Students until 9-

1-2011 Just \$40 for non-members until 9-1-2011 FULL DETAILS AND REGISTRATION FORM www.hdcwc.org or phone 760.221.6367

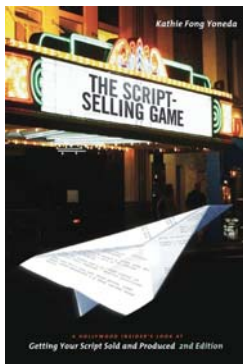
RECOMMENDED BOOKS

[Reality TV: An Insider's Guide To TV's Hottest Market by Troy DeVold](#)

This book demystifies the world of writing and producing Reality television in a fun, accessible way that's as entertaining to Reality fans as it is informative to students and established creatives looking to cross into one of the most explosive genres in TV.



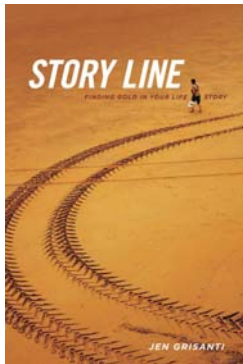
[The Script Selling Game - 2nd Edition by Kathie Fong Yoneda](#)



This book has all the latest information you will need to succeed in marketing yourself.

This revised and updated edition includes a new chapter on animation, another on using the internet to market yourself, plus an expansive section on submitting for TV and cable.

STORY LINE: FINDING GOLD IN YOUR LIFE STORY



"Jen Grisanti tackles something I think all artists use in their storytelling: their approaches, values, and experiences in life. Grisanti also incorporates how to market a book with her chapter of log lines supporting story lines, showing how to make one's own story more memorable and relevant, and relative, to every step of the creative process. She structures each chapter, setting up the main point and sub-points clearly, among her best examples is "The Hurt Locker," before finishing each chapter with an exercise that connects to the current world...."

REVIEWS POSTED ON AMAZON.COM

STORY LINE is now available on [Kindle](#).

TV WRITING TOOL KIT: HOW TO WRITE A SCRIPT THAT SELLS

is now available on [Amazon Kindle](#) for \$9.99.

"For those of you with dreams of breaking into TV writing, but who find the idea of structure totally daunting, Jen Grisanti's TV Writing Tool Kit is your ultimate life line. Not only does it break down, in detail, the formula for your favorite shows, but it also provides a step-by-step guide to fitting your own ideas into the same winning framework..."



To order a hard copy, go to my [Store Page](#)



NEW DVDS

Storywise: [Writing the Feature Script - Promo on YouTube](#)

Storywise: [Story Tools - Promo on YouTube](#)

They are now available at [The Writers Store](#) as downloads and hard copies.

All my products are available at The Writers Store as downloads and hard copies.

FRIDAY NIGHT DRINKS

I will be co-hosting Friday Night Drinks now with Michael Engel and Scriptwriters Network.

There will be no Friday Night Drinks in July and August. The next one will be on **Friday, September 9, 2011**. Yes, this is the second Friday because the first one is on Labor Day weekend. It is at the X Bar at the Century Plaza Hotel at 2025 Ave. of the Stars. Come out and create the possibility.

PODCAST SERIES

My new podcasts include; [Glen Mazzara](#) (THE WALKING DEAD), [David Hudgins](#) (FRIDAY NIGHT LIGHTS) [Aaron Zelman](#) (THE KILLING, DAMAGES).

My upcoming podcasts include; [Dee Harris Lawrence](#) (DETROIT 187), [Stephen Kronish](#) (THE KENNEDYS, 24), [Trey Callaway](#) (CSI: NY)

You can listen to all my podcasts on [my website](#) or [iTunes](#).

EVENTS AROUND TOWN

The Writers Junction Second Summer Literary Marathon
7:00 p.m. - 2:00 a.m. Friday, August 12th at The Writers Junction Tickets are \$8.00 if you purchase before hand. When you order, write in GRISANTIROCKS in the code and receive a discount. Order [here](#).



"LIFE AS SCREEN PLAY; Divining the Life in Story - Defining the Story in Life"

Thursday, August 11, 7-9 pm | Santa Barbara, CA Free Presentation for the Screenwriters Association of Santa Barbara Hosted by the Brooks Institute - Downtown Santa Barbara, CA

"THE STORY COACH - PRACTICAL MAGIC: The Story of Transformation & The Transformation of Story" Saturday, August 13, 10:30 am- 5:30 pm | Santa Barbara, CA

For information or to RSVP, Visit: http://www.thestorycoach.com/scheduled_events.htm

[YOUR CAREER IN TELEVISION: A VIEW FROM BOTH SIDES OF THE TABLE](#)

August 25, 2011 at The Writers Store

Kathie Fong Yoneda and Ellen Sandler Order tickets [here](#).

[UCLA Extension Writers Faire - August 28, 2011](#)

[The Writers Guild Foundation](#) (Schedule of events)

[Writers Guild Events, West](#) (Schedule)

CONGRATS

- Two more clients sold pilots. Sending a big congrats out to them!
- Congrats to Nichelle Tramble for staffing on "Justified."

If you have an interest in how my business works, you will want to watch this promo video produced by Superneato Productions.

If you are interested in working in a one on one consult, check out my new [PROPOSALS](#).



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QUOTE OF THE MONTH

"Knowing is not enough; we must apply. Willing is not enough; we must do."

~ Johann Wolfgang von Goethe

Love,
Jen