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Introduction

Everyone tells you how a dynamite script is the most important thing needed for success in this business. But there is another somewhat secret part of the equation that can make or break you in this business. And that is “THE MEETING.”

Have you ever heard of someone who “gives good phone?” Giving “good meeting” is the same concept but about 100 times more important. Because producing a film/TV or any project is like planning a war campaign. There are generals, soldiers, commanders, opposing forces trying to sabotage you, politics to handle, conflicting orders, etc.

This is why people want to know that whoever they are getting into the trenches with is someone who has their back. Because liking and trusting the person you are going into production with is the difference between going to battle with someone who you know will be there with you every step of the way or someone who is likely to stab you in the back or turn tail and run. And therefore acing a meeting is very important – if you blow it, this could mean that you will never work with the person/company – but if you ace it, this means you have just laid the groundwork for a long and fruitful relationship.

However, a meeting is not as simple as it may sound. Many things can happen in a meeting that can derail a good impression of you. And there are many tricks of the trade that can help you ace the meeting. Therefore I wrote this [Special Report Taking a Meeting](#) to give you insight on what to do in a meeting so an executive or producer will fall in love with you and want to work with you!