

# Pitch Doctor prescribes dose of psychology and laughter

IT'S NOT always the best shows or the best companies that win business. It's the best pitched.

This was the central message from Paul Boross, aka The Pitch Doctor, at his Producers' Forum session, The Seven Secrets Of A Successful Pitch. Boross' first rule of pitching is to focus on your audience, not on your own fears and anxieties. "Don't listen to the negative voices in your head telling you your show is terrible or your pitch is a disaster," he told a full auditorium. "Believing you are doing badly is a self-fulfilling prophecy. And so is believing you are doing brilliantly."

Boross' second secret is to remember

that, "by the time you start talking, it's already too late". He said: "You start winning — or losing — a pitch the moment you walk through the door. You've got to walk it as well as talk it." Daring to "dream the dream", repeating your core message, listening as well as speaking, language patterns and post-meeting follow-up are also pivotal to a successful pitch, said Boross, whose client roster includes the BBC, Google and MTV. His career has taken him from front-of-camera primetime TV to behind-the-scenes production, development, consultancy and motivational psychology. He added: "Phonological ambiguity is also a useful tool. The word 'by'

sounds the same as 'buy'. So if you say: 'By now, we hope you've seen the benefit of our product', and you'll reinforce your message."

Boross' front-line experience of performance — his credits include a 12-year stint at London's legendary Comedy Store — ensured that the MIPTV delegates enjoyed his presentation.

Speaking after the session, he said: "It's very rewarding to get an international audience to laugh. But I believe humour is crucial. It relaxes people, brings them together and makes them feel comfortable. When you get people laughing, you get natural rapport, which is what pitching is all about."



The Pitch Doctor, Paul Boross: "Believing you are doing brilliantly is a self-fulfilling prophecy"

## DARWIN NETS BUSINESS



Darwin's Darkest Hour (Cinema Management Group)

CINEMA Management Group (CMG) reports sales around the world.

Darwin's Darkest Hour, the first dramatic feature from National Geographic Television, has been its biggest seller. The film is set on the eve of publication of The Origin Of Species, as Charles Darwin (Henry Ian Cusick) struggles to reconcile his theory of evolution with the prevailing Christian morality.

CMG has sold the pan-Latin US DVD rights in Darwin's Darkest Hour to Ledafilms (Argentina), and the DVD and TV rights for Benelux to Bridge Entertainment Group and for Portugal to Filmes Unimundos.

The company has also licensed 32 titles in The Legend Library of classic genre movies to Five Stars in Brazil, the DVD and TV rights for The Collector to One Movie in Italy, and the DVD and TV rights to Kelin to T2 Entertainment for the Benelux. Chris Rock's Good Hair, the comedian's controversial documentary about the African-American hair industry, has been sold to Filmes Unimundos. "Business has turned a corner," said Edward Noeltner, president of CMG. "Sales have bounced back 100% since last year."