
THE PITCH - SCREEN TEST SURVEY

I want to know if this story was understandable, was it emotional, where did it lag, where was it great? Help me make these corrections by being very honest, it won't hurt my feelings, I promise! Focus on my story telling and how I can make this story more compelling, believable, emotional, satisfying, and memorable. Write about your first impressions of this film, these are most valid. Thank you very much for sharing with me.

1. FREE WRITING. Tell me your first impressions about what you liked, and what needs the most improvement?

2. Where did the film lag most for you? Where was the film paced just right?

3. What needs to be done to bring out the intended emotions most dramatically?

4. Did you ever get confused? Why? What did you conclude about the confusing portion of the story?

5. What did you most like about the film? What did you like least?

6. Could you relate to the characters? Did you like them? Did you dislike them? Were they real? Give examples of your observations.

7. What was there too much of in this film? What was there not enough of in this film. Give examples.

8. What absolutely must change in this film for you to be more satisfied with the story?

9. What question am I not asking that you feel should be asked in order to fully understand what screen testers are feeling?

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