



Creating Blockbusters!: How to Generate and Market Hit Entertainment for TV, Movies, Video Games, and Books

Gene Del Vecchio

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This must-have manual for screenwriters, novelists, and entertainment executives offers an insightful, 11-step program for creating, developing and marketing compelling movies, TV shows, novels, and story-based video games and toys. If you are a writer, it will help you to generate great ideas with heartfelt storylines and characters. If you are an entertainment executive, it will help you to identify and market stories with real potential. It's a lifetime of insights in just 300 pages. It is based on the author's 30 years of experience, keen insights from other senior executives, and fresh audience research that details what audiences want. Key elements addressed include:

- Satisfying Audience Deep Emotional Needs
- Aligning with Contemporary Culture and Trends
- Creating Relatable, Aspiring, Memorable Characters
- Generating Compelling Story Ideas
- Adding Broad Audience Appeal
- Building In Elements That Make It a Franchise
- Fixing Common Execution Problems in Development
- Creating Marketable Artistry
- Applying *The Ever-Cool Formula*
- Using Research to Optimize Decisions
- Launching an Idea Quest

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