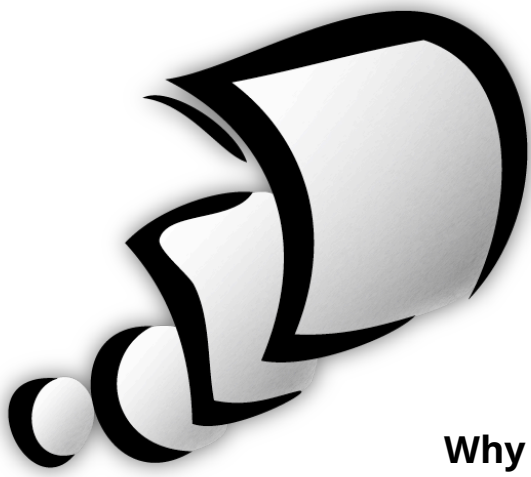# FAST Screenplay
# FACT SHEET

## What is FAST Screenplay?

FAST Screenplay is a step-by-step system for turning any movie idea into an original, compelling, market-ready screenplay producers can actually use.

- **The *complete* process — from idea to story to the sale**
- Reverse-engineered from the producer's perspective (what the buyer needs)
- Writers complete one step at a time to move forward through their project
- Over 210 full-immersion daily lessons / action steps
- Co-designed by award-winning screenwriter and PhD training expert
- Covers *every* skill required for the <u>professional</u> arena
- The system is revealed in the same way a movie is (meta learning)
- **Once writers learn the system, they use it on every new project to generate market-ready screenplays quickly** (1-2 months)
- Suitable for writers of all levels, anywhere — Each time through the system, the writer advances a level (from novice to intermediate, etc)
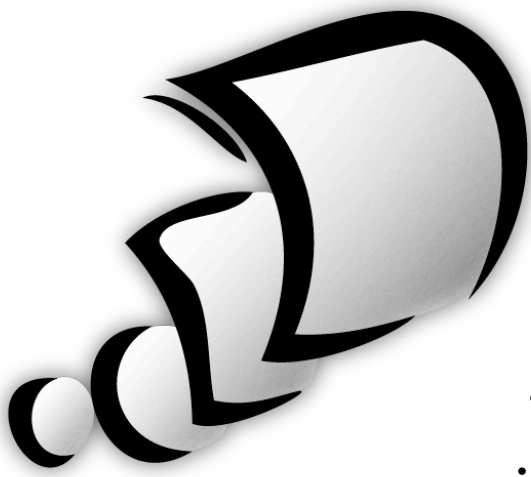
## How It Works

- FAST Screenplay is an ONLINE System — accessible globally via web interface
- Writers log on each day to get their next step. As they complete each step, they move forward through the process.
- FAST is an acronym for **F**ocus, **A**pply, **S**trengthen, **T**weak — the 4 writing phases
- The full system has **7 distinct Phases** in total:

  - **Setup** — prepare for the industry (to write with producers' needs pre-aligned)
  - **F**ocus — story development (turn ideas into compelling screen stories)
  - **A**pply — write the draft
  - **S**trengthen — rewrite until it's solid
  - **T**weak — polish into a page-turner
  - **Alignment** — adapt to feedback
  - **Payoff** — connect with the project's ideal producer

- Each Phase above is broken down into 1-3 sections, called **Movements**
- Each Movement is broken down into 10 or more **action Steps**
- Each Step includes a **lesson/insight** and an **exercise** (which takes 1-2 hours per day to complete)
- At the end of each phase, a **FASTtrack step** "snaps together" the phase, which enables the writer to "fly through" it (faster and more intuitively) on subsequent drafts and projects
- New steps are only released once per day, as writers **complete** the previous step, to ensure that the writer **learns by doing**

## Why is it needed?

The internet and expanding technologies have created vast opportunities for filmmakers worldwide — yet producers can't find viable material.

- An estimated 100-200,000 screenplays are written each year
- **Less than 1% of all scripts are ready for serious consideration**
- Producers worldwide spend millions of dollars and tens of thousands of hours each year trying to <u>find</u> material to produce
- Screenplay development costs <u>can't be recouped</u> unless a film goes into production, meaning most development expenditure is lost — for this reason, independent producers <u>need</u> fully-developed screenplays
- Technology costs have dropped radically and global distribution is now accessible online to anyone — giving producers worldwide the opportunity to create local films for a global market
- The one thing technology can't do is WRITE
- Hollywood typically teaches a story formula that is losing its effectiveness due to its predictability
- Screenwriting has never before been taught from the producer/buyer's perspective
- Tips/advice/lessons found online lead to <u>information overload</u>, which causes overwhelm — and leads writers to stagnate creatively; a step-by-step system guides writers through the process and takes their ideas further and faster, organically
- Writers need a clear path through the chaos
- Writing movies is considered "unrealistic" to most people outside Hollywood; this system makes it step by step and attainable to all
- The "creative economy" is growing each year
- In 2013, the US film industry revenue exceeded $11.79 billion
- In 2012, independent film comprised $2.85 billion
- Crowdfunding and sponsored entertainment are creating whole new ways of creating film locally
- Writers needs to master the skill of screenwriting AND the art of alignment (the ability to create material that brings together the team's creative talents and passions AND satisfy business needs)
- Writers need a framework, into which they can place all the extraordinary insights available online

# The history of FAST Screenplay

- **In 1999: Jeff Bollow forms Embryo Films** with the intention of building an independent film studio to produce 3-6 films per year
- Embryo Films puts out a call for screenplays Australia-wide
- Over 300 submissions received; <u>NONE</u> are usable

- In 2000: Jeff launches *The Essential Screenwriting Workshop* — to teach screenwriters what **producers** need in your screenplay
- In 2002: Embryo Films creates the Screenplay Development Centre and Screenplay.com.au to expand education and develop marketable screenplays in Australia
- In 2003: Jeff identifies the problem as one of **process** and creates the FAST framework, which is applicable to *all* forms of writing
- The weekend workshop evolves into the *FAST Screenwriting Workshop* — built around the FAST System approach to writing

- **In 2004: EFP releases *Writing FAST: How to Write Anything with Lightning Speed* — a general audience book about writing using the FAST System**
- That same year, Jeff designs FAST Screenplay — originally conceived as a home-study DVD series
- Unfortunately, the estimated cost to produce it is $300k. Estimated time to complete is 1 year. The project is postponed indefinitely
- In 2006: After running over 85 workshops with 1,200 participants in 10 cities in 7 countries (and a 100% "recommend" by attendees), Jeff retires the two-day weekend workshop

- From 2006 – 2009: Jeff takes a break from teaching. He creates *Making Fantastic Short Films* (an ATOM Award-winning educational DVD) and co-founds New Zealand's Big Mountain Short Film Festival. He also coauthors Apple's official *iLife 08* book, and directs television in New Zealand and theatre in Australia.

- In 2009: Jeff re-imagines FAST Screenplay as **an online system**, so it can be refined and updated as time goes on.
- In November 2009: FAST Screenplay is launched with a Charter Group of 65 beta testers who move through the system as it's built.
- In 2014: FAST Screenplay is officially launched.

- To date, 100% of participants who have completed the system as instructed have achieved professional results
- At least ten writers have been optioned or hired to do paid rewrites
- At least one film has been made and released ("CONTEST")
- Dozens of participants have acquired agents or won competitions
- The system also delivers more insight with each use (each script), so more success is expected as writers continue to master the process