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The Packaging Blueprint

Studio-level packaging strategy, tailored to your project.

I spent fifteen years as SVP of Talent & Casting at CBS Television Studios, overseeing more than a hundred pilots and series and figuring out what each one needed to get made. That's the thinking behind the Blueprint, and behind everything I produce through my company, Butler Hall Productions.

A good script isn't enough to get a yes. Buyers want to know who's in it, who's directing it and why now. The Blueprint is the plan for that, so your project goes out to buyers or financiers with stronger attachments.

What you get

I read the script through a talent and market lens and give you notes on the roles that can anchor the package. You get tiered talent options aligned to your budget, director recommendations with the reasoning behind each, and an offer sequence that shows who goes out first and why. I also review your existing deck and how it positions the package. Then we sit down one on one and go through the plan, and the Blueprint is yours to keep.

What to expect

A clear, credible plan, sequenced strategically. Nothing in this business is guaranteed. Buyers say yes to projects with the right elements in the right order, and that's what the Blueprint is built to give you.

The fee

$10,000, flat.

No hourly billing, no piece of your project and no producing attachment required. Expanded scope, like extensive script notes, is quoted separately. Running the plan and going after the attachments is a separate engagement with its own fee.

Who I work with

Writers, producers and actors with a film or series in active development, before it goes out to buyers. The work comes out of the project's development budget.

First-timers have been clients, and so have veterans. I take on a limited number, chosen on the strength of the project.

Select producing work

iHunt
Feature, series and vertical adaptation of established genre IP. Producer, leading packaging and talent strategy

Sex Magick
Australian co-production, feature. Producer

Hi, I'm Judy!
Half-hour comedy pilot. Producer

Wash
Horror feature set in Norway. Producer

Active Nearby
Half-hour comedy pilot. Writer and producer

Transit Stories
Anthology series. Executive producer

Shucked
Adaptation of Erin Byers Murray's book in development.
Executive producer

If your project is ready, reach out.

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