

Victorian Luke Rynderman walked away from the 2014 PostScript & Direct event with an option for his script *Boutique Vixens*.

Luke talks about his experience and has a few tips for future applicants.

Going in, what did you hope to get out of the PostScript & Direct experience?

The big hope was that the script was going to get picked up. Together with my writing partner Adam Kamien, we had an idea going in who some of the producers were and also some of the films they had produced. We targeted the ones we thought would love the material. One of my lecturers from VCA Sandra Sciberras was also a big help in helping us make contacts.

Was the experience what you had pictured it to be?

Yes, I thoroughly enjoyed the experience. I guess without sounding too hyperbole the experience was literally what ultimately got *Boutique Vixens* over the line in getting it in front of people who had the capacity to get it optioned. As well as teaching us how to pitch succinctly.

What did you learn about pitching your work?

I learnt how to sell the work through succinct communication, and also how to anecdotally sell the work.

Producers love ideas. They love anecdotes and to hear where the ideas come from, that it's something that you are passionate about or have experienced. If you love your idea, you should be able to enthusiastically and confidently talk about it.

Also don't read from notes, talk about it as though you're telling your friends about it. Sounds corny but trust me it works.

I came from a graphic design background so I would always sell ideas visually through image research. We showed images to producers when talking about our idea and it was a very successful method of getting them to visualise the world, let them see what the tone and what you want the film to look like.

What were the three main things you took away from the experience?

The contacts – we made contacts with producers who didn't option our film but now act as mentors who I speak to regularly for advice.

The Film Option – obviously speaks for itself.

Being on the radar of people like Film Victoria, Screen Australia, producers, directors and other writers.

What tips do you have for future applicants?

Go in there knowing what you want to get out of it.

Have fun (again sounds corny) and be proud and confident of your product. If you don't love it then they won't. And practice your pitch and be prepared. It's not just about a log line or one paragraph (although important), it's being able to talk about your film like it's the only film that is worth them giving their time to.