

Creative Wealth & Entertainment

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Wealth Through Entertainment

A Writing by Greg Nichols - Mentor and Entrepreneur

Harnessing Your Creative Ideas in the Entertainment Industry for Wealth!

from the Creative Wealth Journals



As an author, I have branched out to other types of writing including screenplays. There are so many creative people out there just like me. Is that you? People have good ideas, and some people have dozens of ideas and just one of them could really have a profound effect on their wallets. But the big barrier is, lack of knowledge. People don't know what to do, how to begin or who to see. I was like that a handful of years ago. But I have researched, and talked to many people, and read much and I have collected much knowledge in this entertainment industry. I am not super, ultra-knowledgeable, but I now know enough to move some of my projects forward, and to help others at least get started on their projects.

Some may wish to write a novel. Others have short stories, or novellas. Still others are not talented writers, but they have ideas, and very good ones. In a fierce

competition with each other, **Netflix, Hulu, Amazon, YouTube**, and others in the digital streaming industry are crying for content. And they pay out millions upon millions for it. If you are not a writer, but you have ideas, then you need to get your idea into a **Treatment Paper**, or a **Film Treatment**. This could be as short as 2-4 pages. This paper pitches the story for you, but you would probably have to be present to back it up and answer questions. Someone could write this paper for you with you dictating it. It is a very slow patient process to get to this point but realizing there could be a million dollars at stake, patience is then easy.

Now you can choose your level of involvement. The firms that pay for TV and movies original content ideas will just pay you to pitch it and then take it over if you need them to. This is the lowest level of involvement. Or you can write the screenplay yourself, or the first few episodes if it's a series, before you pitch it. Lastly, you can ask for total control if they really love your idea. A good example is **Robert Kirkman of The Walking Dead**. He controlled that series all the way through. That is the highest money earning way to go if you can. Then, it would be up to you who directs, who stars, etc. And that could be you! This is the way **Sylvester Stallone** went with **Rocky**, the original movie. He was a nobody in Hollywood, and he went into one studio office after another and suffered much rejection. Some of the firms wanted to use his script that he wrote and not let him act in it. But he held out, and took his time, and after a long time, he finally got the break, and the rest is history.

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