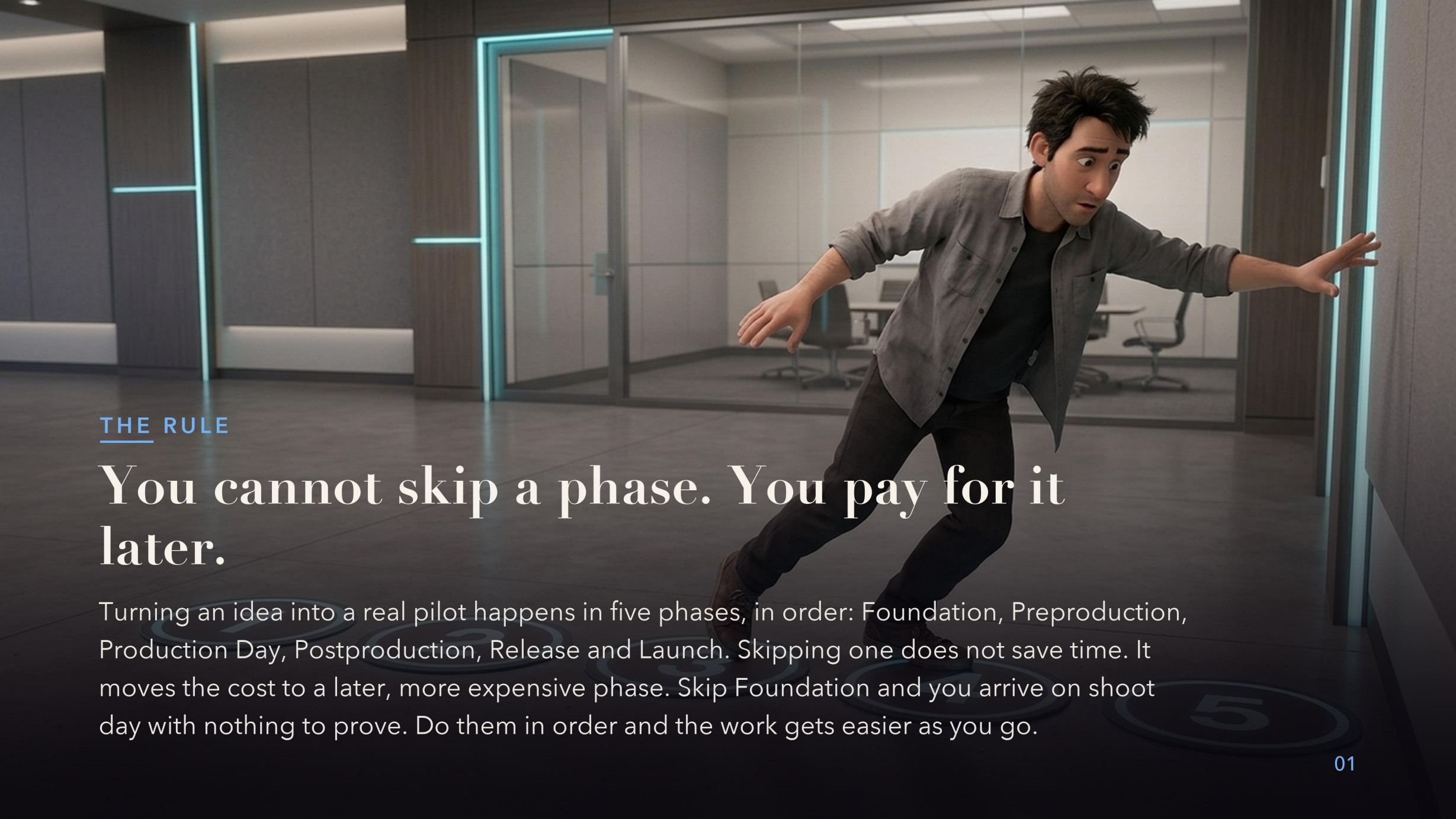


A REALITY SHOW STORY

The Five Phases

how an idea becomes a launched pilot, in order



THE RULE

You cannot skip a phase. You pay for it later.

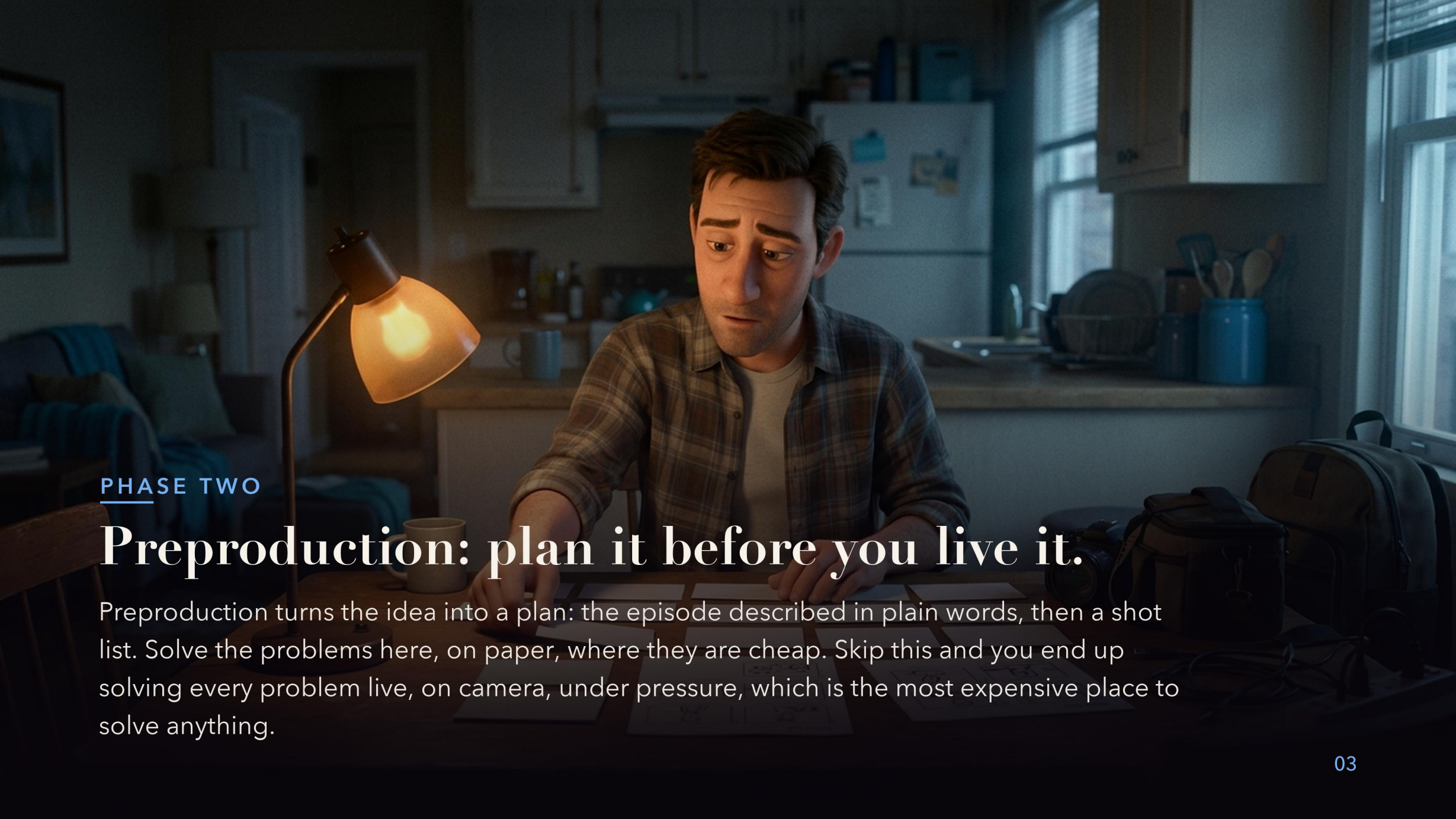
Turning an idea into a real pilot happens in five phases, in order: Foundation, Preproduction, Production Day, Postproduction, Release and Launch. Skipping one does not save time. It moves the cost to a later, more expensive phase. Skip Foundation and you arrive on shoot day with nothing to prove. Do them in order and the work gets easier as you go.



PHASE ONE

Foundation: decide who this is about and why.

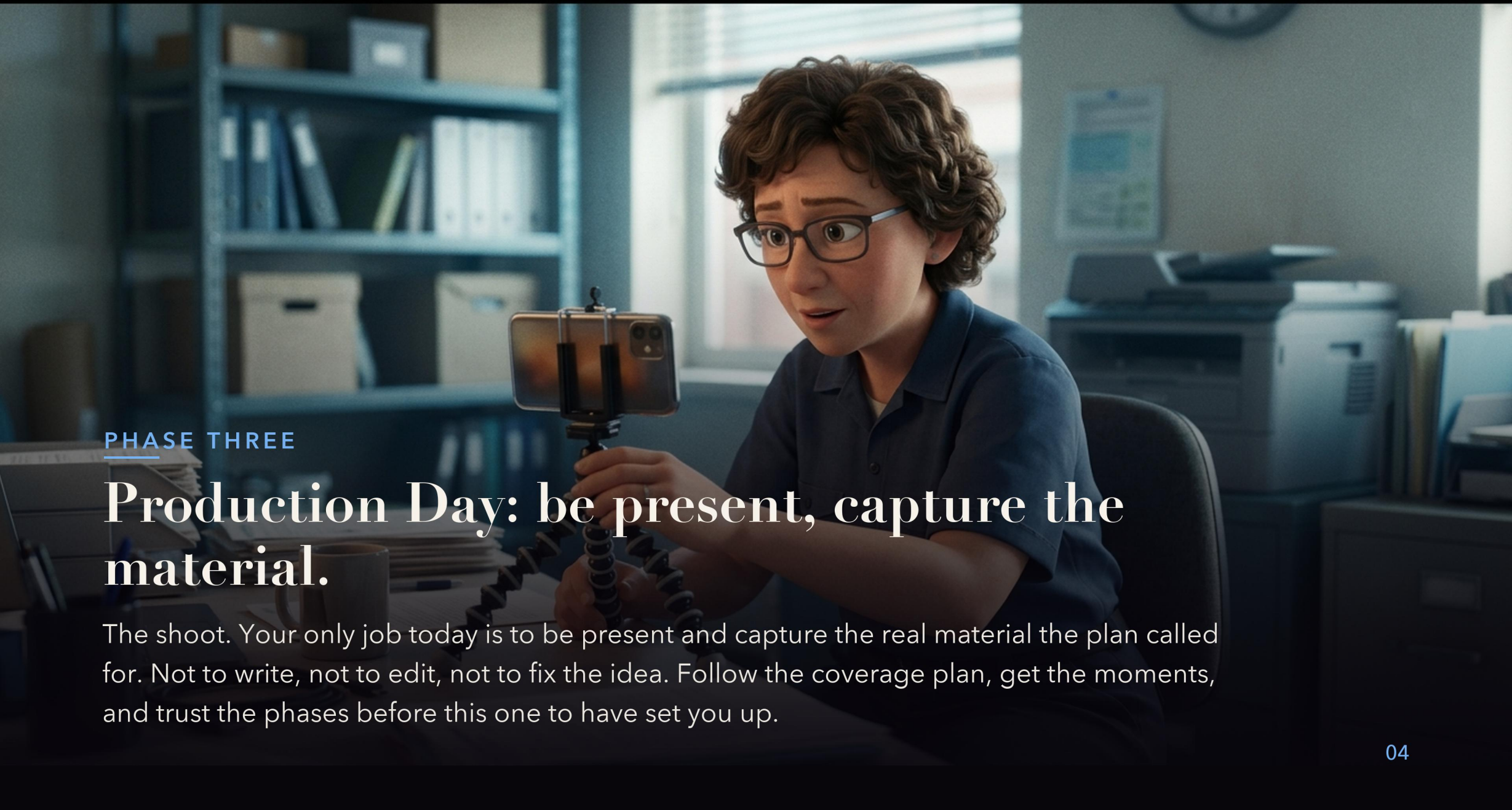
Before any camera, you define the show's DNA: who it is about, what they want, and why anyone should care. This is the core the other four phases build on. Get it right and everything downstream has a spine. Get it wrong and no amount of good footage will save it.



PHASE TWO

Preproduction: plan it before you live it.

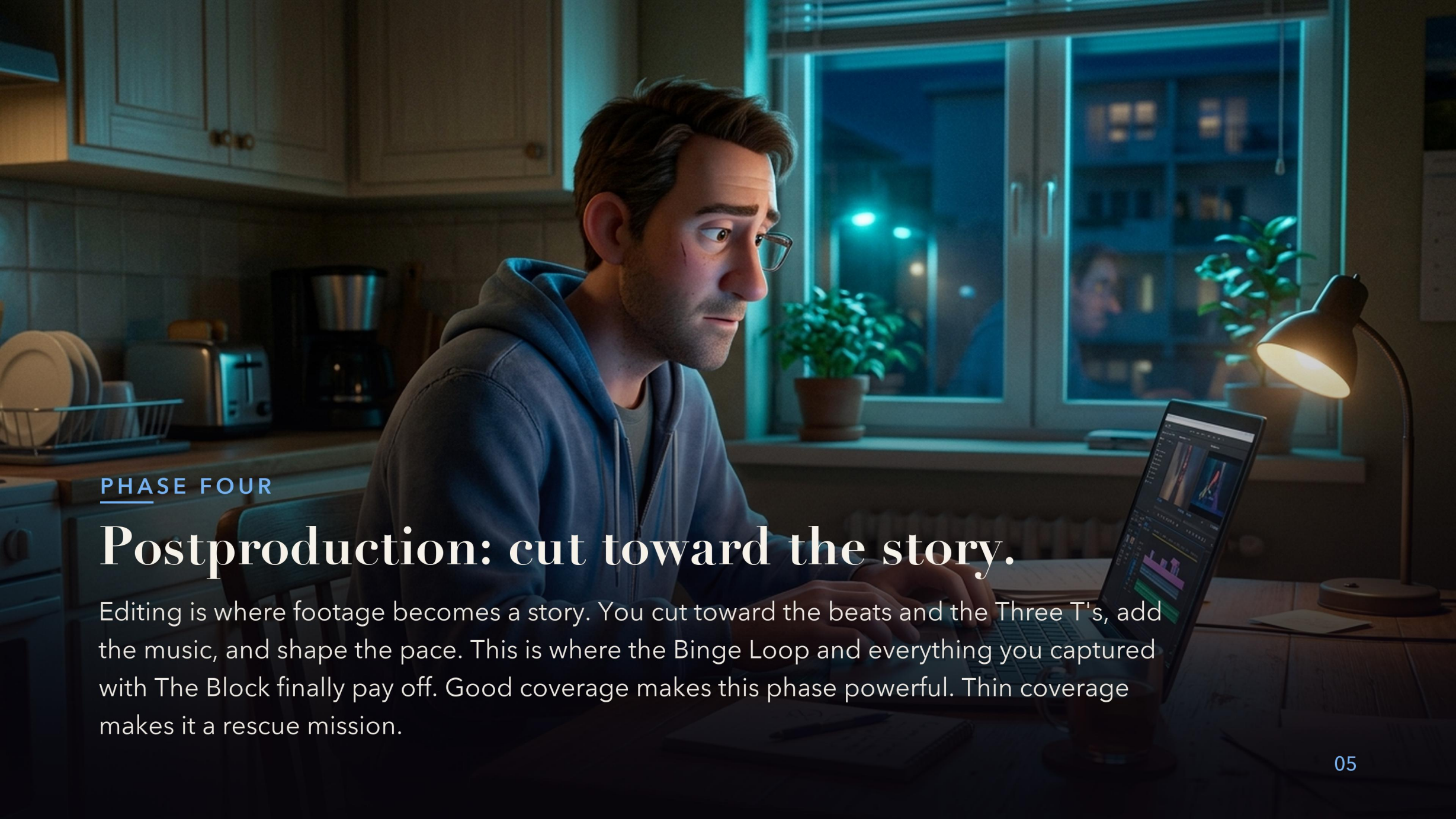
Preproduction turns the idea into a plan: the episode described in plain words, then a shot list. Solve the problems here, on paper, where they are cheap. Skip this and you end up solving every problem live, on camera, under pressure, which is the most expensive place to solve anything.



PHASE THREE

Production Day: be present, capture the material.

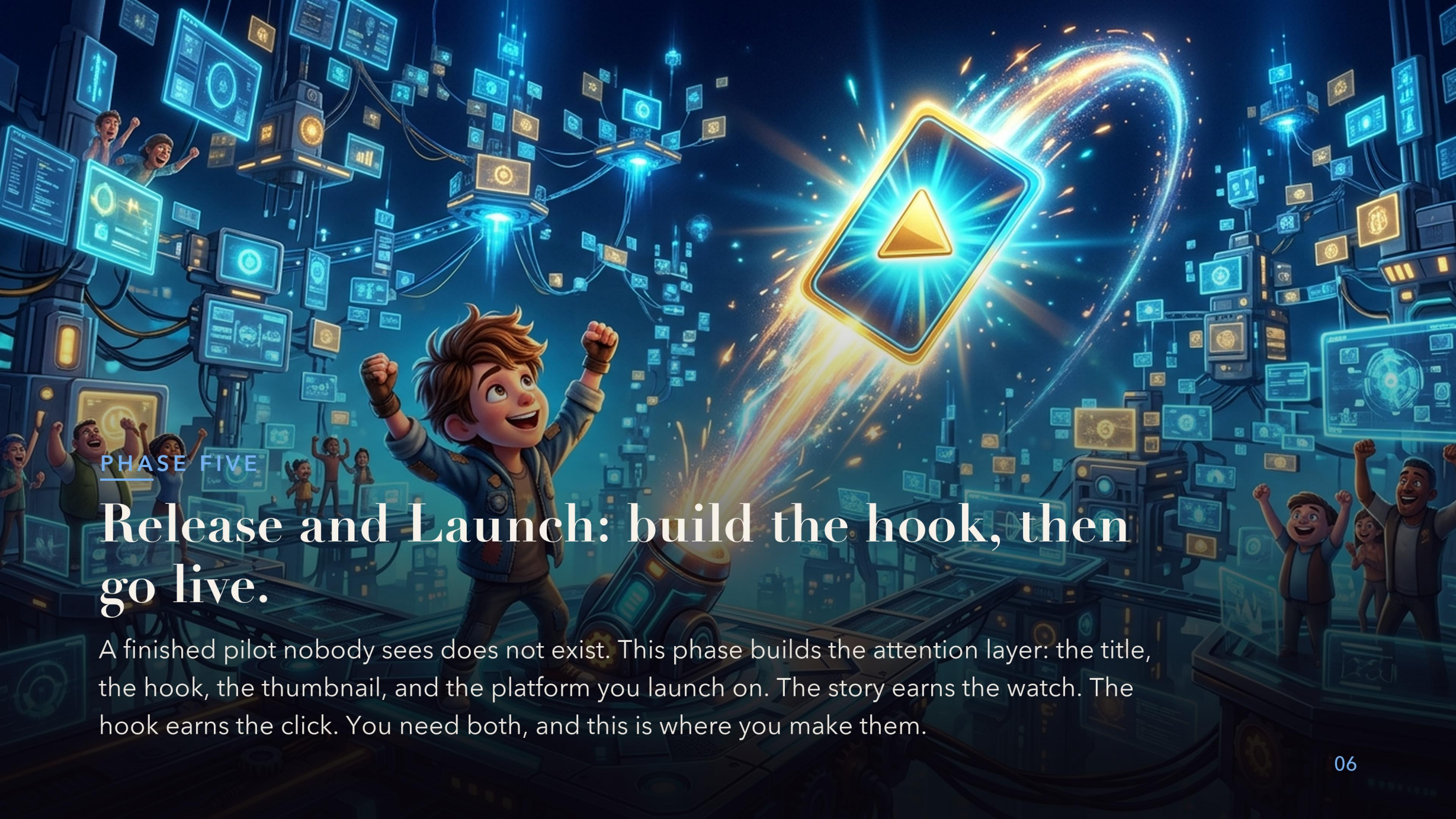
The shoot. Your only job today is to be present and capture the real material the plan called for. Not to write, not to edit, not to fix the idea. Follow the coverage plan, get the moments, and trust the phases before this one to have set you up.



PHASE FOUR

Postproduction: cut toward the story.

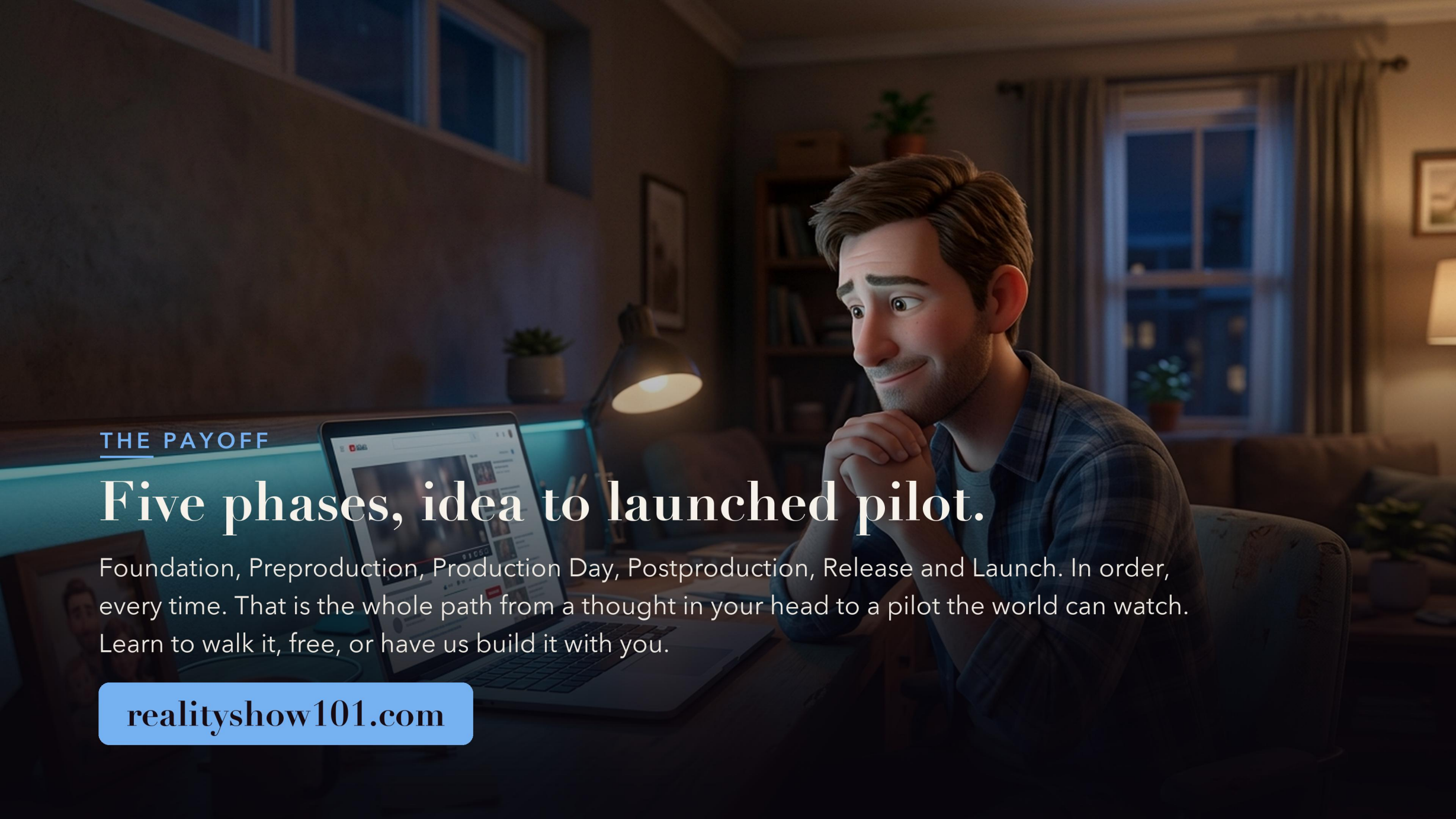
Editing is where footage becomes a story. You cut toward the beats and the Three T's, add the music, and shape the pace. This is where the Binge Loop and everything you captured with The Block finally pay off. Good coverage makes this phase powerful. Thin coverage makes it a rescue mission.



PHASE FIVE

Release and Launch: build the hook, then go live.

A finished pilot nobody sees does not exist. This phase builds the attention layer: the title, the hook, the thumbnail, and the platform you launch on. The story earns the watch. The hook earns the click. You need both, and this is where you make them.



THE PAYOFF

Five phases, idea to launched pilot.

Foundation, Preproduction, Production Day, Postproduction, Release and Launch. In order, every time. That is the whole path from a thought in your head to a pilot the world can watch. Learn to walk it, free, or have us build it with you.

realityshow101.com