

The Perfect Pitch Deck Checklist

CELTx

A "desk-side" companion for writers while they are designing their pitch materials.

The Narrative Arc (Slides 1–5)

The Hook:

- Cover Slide: Single high-impact image conveying genre/toner.
- The Logline: One sentence, high-contrast text, identifies protagonist/stakes.

The Story Engine:

- The Synopsis: 3-Act summary that hits the "Beat Sheet" highlights
- Tone/Comps: "It's [Movie A] meets [Movie B]" with visual mood boards.

The World:

- The Setting: Why this place and this time is critical to the story.

The Package & Business (Slides 6–10)

The Faces:

- Character Profiles: "Want" vs. "Need" and "Archetype Casting" suggestions.
- The Team: Creator/Producer bios and why you are the right person to tell this story.

The Logistics:

- The Series Arc: (TV only) Where the story goes after the pilot.
- The "Ask": What you need (funding, casting, attachments) and clear contact info.

Final Polish Audit:

- Consistent font and color palette throughout.
- No slide exceeds 50 words (visuals do the talking).
- Exported as a PDF under 10MB for easy emailing.

Lock your story beats before you build your deck. Get the [New Celtx Beat Sheet](#).