

My Example

Overview...you could do this first or wait until you have described the main points you think will be important

The Yukon Quest show would be a great show. Although much of it takes place in the dark and there will be lots of dead time, we can edit that out and really only need to keep the highlights. And I imagine that, in particular, the combination of a lot of almost crazy wild huskies, a lot of sleep deprived Musher's, and their caffeinated assistants will make for some wacky stories. I mean there's bound to be some insane upsets at the start and we can get a good five to ten minutes of stuff out of that.

Start describing specifics

My Example Cont'd

More Specifics

Then there will be some dogs that have to be taken out of the race...which will increase the level of risk. There's the mountain pass which will provide spectacular scenery, and treacherous footage.

Explaining Specifics

And at the end of the race we can interview folks who haven't slept for ten days!!! They'll say some over the top stuff...it'll be funny.

My Example

More Specifics

And they'll have some stories about experiences that they've had along the way. I don't even think we'll need to go to back stories (how fed up some guys wife is with him being away all that time while she's feeding the kids and getting them off to school in the middle of the winter). But we could!! Even that will make for some good T.V.

Explaining Specifics

So in general it will be difficult to say what exactly we'll see but that's the case with Ice Road Truckers every year. And they seem to come up with a whole season of material that audiences can't get enough of.

Summary and Conclusion

Checklist

Did you provide:

- ✓ An Overview
- ✓ Several reasons why this show will succeed
- ✓ Explanations of those reasons
- ✓ A clear conclusion.