



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

*FYI: Timestamps listed here are not correct, but know that all of the content from the interview is here.*

10

00:01:03,300 --> 00:01:10,540

[brian]: Hey, welcome to the podcast. Now today I have a treat for you first. I want to acknowledge that it is Woman's History

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00:01:10,620 --> 00:01:15,680

[brian]: Month and today the day this episode is coming out is International Women's Day and I have an incredible woman to introduce

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00:01:15,700 --> 00:01:21,340

[brian]: you to. So if you have ever had an idea for a T V show or you've already, you're sitting on a pilot that you wrote two

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00:01:21,400 --> 00:01:27,280

[brian]: years ago, or you're just finished writing one just now, or you've ever even thought about like, What's it like to pitch

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00:01:27,420 --> 00:01:35,620

[brian]: a T. V show? Today's guest is going to walk you through that mysterious Recess. So Adrienne Rose White, she's an actress.

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00:01:35,800 --> 00:01:42,780

[brian]: in her own right. She's in a movie coming out from Anna Purna with Amy Adams, And but we really focused our conversation

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00:01:42,940 --> 00:01:49,320

[brian]: around pitching television shows because she helps people all kinds of content creators, and even movies to content creation,

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00:01:49,880 --> 00:01:55,860

[brian]: pitch their shows to studios, production companies, and to networks, And there's actually a very different approach you

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00:01:55,940 --> 00:02:00,760

[brian]: take with those different things which I learned in this conversation today, and one of the things that I love about Adrienne

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00:02:01,000 --> 00:02:07,720

[brian]: is she is incredibly Interest with what exactly happen for her and where you can have an expectation where you need

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00:02:07,760 --> 00:02:12,540

[brian]: t throw your expectations out the window. One of the things I love about her approach around. this is around. how

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00:02:12,640 --> 00:02:19,540

[brian]: to the way she calls her course, for example, illustrates this beautifully. I think it's how to actually relativyshow organically.

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00:02:20,120 --> 00:02:28,740

[brian]: Um, And so she really believes in the power of relationship and in the power of you know, creating a community that then

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00:02:28,900 --> 00:02:34,020

[brian]: becomes what helps to lift off your project. Now that can sound like, Yeah, you talk about that all Time, Brian. But

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00:02:34,140 --> 00:02:41,560

[brian]: in today's conversation we're talking about again, that back stage passed to getting a T. V actually made. So how is



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00:02:41,600 --> 00:02:47,720

[brian]: the sausage made? How do you go from? I have an idea to getting a yes from Netflix or from Paramount, and Adrienne's

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00:02:47,780 --> 00:02:52,920

[brian]: been through this process on her own multiple time, selling quite a few shows, and then with some of her clients as well,

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00:02:53,280 --> 00:02:58,560

[brian]: so let's not take up any more time. Let's jump right in so we all can get better at this skill. and hey, wait, if

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00:02:58,580 --> 00:03:04,680

[brian]: you're never going to pitch a T. V show. You're still going to learn a lot from this episode Because Adrienne walks us

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00:03:04,720 --> 00:03:08,980

[brian]: through the key steps to take when you're building a relationship. Okay, let's do this.

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00:00:00,423 --> 00:00:03,623

[brian]: So Adrienne Rose White welcome to the show so glad you're here.

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00:00:03,400 --> 00:00:06,400

[adrienne\_rose\_white]: It's so good to be here, Brian.

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00:00:05,823 --> 00:00:09,103

[brian]: Um, it's really me too.

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00:00:06,400 --> 00:00:08,400



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[adrienne\_rose\_white]: I was like looking forward to this.

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00:00:09,103 --> 00:00:16,463

[brian]: You know, we've known each other for a long time. I try to think about when we met cause I would, you know, I think you were my, you were one of my clients or one of the people when I was in that,

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00:00:16,503 --> 00:00:29,303

[brian]: I was doing a group coaching program a while ago, but I'm coming up on my 13 year anniversary in LA it's coming up in April. Um, and so, and I think that I, the time that I was doing that was probably like

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00:00:29,343 --> 00:00:31,583

[brian]: eight or nine years ago.

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00:00:31,500 --> 00:00:36,500

[adrienne\_rose\_white]: I just had my 10 year LA anniversary in January.

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00:00:31,983 --> 00:00:32,483

[brian]: Is that.

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00:00:36,423 --> 00:00:36,923

[brian]: Okay.

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00:00:37,180 --> 00:00:47,700

[adrienne\_rose\_white]: So that feels, and I feel like I wasn't getting my shit together until about at least a year in. So at least nine years, maybe eight, eight or nine.

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00:00:44,523 --> 00:00:55,003

[brian]: I might have been around that. Got it. Got it. And Adrienne, when I knew you, you were a, an actress and also you had this writing

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00:00:49,180 --> 00:00:49,600

[adrienne\_rose\_white]: Yeah.

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00:00:55,003 --> 00:01:02,203

[brian]: thing going on. And then it like, and from the outside world, just like, Oh my gosh, Adrienne, right? It just all took off for her. And we know on the outside, that's what it looks like. Oh,

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00:01:00,400 --> 00:01:02,400

[adrienne\_rose\_white]: Ha ha ha ha.

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00:01:02,203 --> 00:01:10,603

[brian]: she's suddenly a 10 with everything she's doing, right? We know on the inside, there was a lot more work to how it all came to be. And I saw, I know a lot of people who are listening today,

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00:01:10,603 --> 00:01:17,963

[brian]: they're either actors who are thinking about writing or they're writers who are thinking about pitching, or they just want to know more about what it is to pitch a television show. They've

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00:01:18,123 --> 00:01:21,923

[brian]: at their idea that they're sitting on or they just are interested in how tea, how the sausage

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00:01:18,900 --> 00:01:22,900

[adrienne\_rose\_white]: Thank you. Thank you. Thank you. Thank you.

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00:01:21,923 --> 00:01:22,923

[brian]: is made.



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00:01:22,900 --> 00:01:23,900

[adrienne\_rose\_white]: Thank you.

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00:01:22,923 --> 00:01:23,923

[brian]: Right.

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00:01:23,900 --> 00:01:24,900

[adrienne\_rose\_white]: Thank you.

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00:01:23,923 --> 00:01:27,363

[brian]: So I would love for you to just to get us started before we get too deep into that, tell

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00:01:24,900 --> 00:01:25,100

[adrienne\_rose\_white]: Thank you. Thank you. Thank you. Thank you.  
Thank you. Thank you. Thank you. Thank you. Thank you. Thank you.

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00:01:25,100 --> 00:01:37,000

[adrienne\_rose\_white]: Thank you. Thank you. Thank you. Thank you.

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00:01:27,363 --> 00:01:36,123

[brian]: us a little bit more about your story of how it all came to be that this is, this is what you know how to do now and something that you're continually doing.

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00:01:36,123 --> 00:01:39,203

[brian]: Like this is the thing that you do. Can you walk us through a little bit of your story then?

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00:01:39,200 --> 00:01:48,640

[adrienne\_rose\_white]: Yeah, absolutely. And just to ask how far back do you want me to go?



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Because I can do the like from Chesterfield, Missouri version, or I could do the like from LA version, what you want.

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00:01:48,123 --> 00:01:57,923

[brian]: Well, I think you should give us a little hybrid. Will you give us a little hybrid? Just to how, and kind of with the blinders on around writing,

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00:01:57,923 --> 00:02:05,323

[brian]: like how did writing emerge? I think that would be a good way to walk through it, you know, like, and maybe this is the first time you've thought through the story, which will even be more exciting to the listeners.

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00:02:05,700 --> 00:02:08,200

[adrienne\_rose\_white]: Okay, okay, I got you. So I

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00:02:07,923 --> 00:02:08,423

[brian]: Yeah.

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00:02:08,940 --> 00:02:20,220

[adrienne\_rose\_white]: So I grew up in Chesterville, Missouri almost as exciting as it sounds and you know went to college on the East Coast and After that I felt like I had spent my whole life living

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00:02:20,660 --> 00:02:35,380

[adrienne\_rose\_white]: Focused on academics like I was very academically oriented very achievement oriented

And I really burned out of that like when I left college I just felt like I hadn't cultivated other part my spirituality. I hadn't cultivated my creativity

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00:02:35,700 --> 00:02:48,020

[adrienne\_rose\_white]: I had but not as much as I could. So after a stint of tutoring in Korea, I went to an ashram in India where I studied yoga and they had a talent show. And being the type A joint,



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00:02:48,020 --> 00:02:57,060

[adrienne\_rose\_white]: like you know go get her that I am, I volunteered to host the talent show and no one volunteered to perform not a single person.

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00:02:58,223 --> 00:03:03,823

[brian]: I just want to say the yoga talent show does not feel like a natural fit.

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00:02:59,100 --> 00:02:59,600

[adrienne\_rose\_white]: Thank you.

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00:03:03,823 --> 00:03:13,103

[brian]: If I can just throw that out there, like yoga is very like no one wins, no one loses. We're not putting on a show. Everyone is doing their best. Like, and now showcase your talents.

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00:03:13,103 --> 00:03:18,183

[brian]: I just would like, I'm not exactly surprised that no one signed up, but keep going on with the story.

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00:03:16,500 --> 00:03:24,900

[adrienne\_rose\_white]: I think it was because it was this month-long teacher training, so it was sort of like a way to let off steam on a Saturday.

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00:03:23,223 --> 00:03:25,223

[brian]: Sure, totally.

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00:03:24,900 --> 00:03:28,940

[adrienne\_rose\_white]: But so no one volunteered, one person volunteered.

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00:03:25,223 --> 00:03:25,823

[brian]: Yeah.



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00:03:28,940 --> 00:03:37,060

[adrienne\_rose\_white]: And so all week everyone's like, reading the Bhagavad Gita and like waking up before I am enchanting. And I'm like, what are we going to do about this talent show?

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00:03:41,800 --> 00:04:01,440

[adrienne\_rose\_white]: And so finally the night before. person, I wrote a monologue. I wrote a monologue called let your hair down. It was full of inside Oshrom jokes that are not funny outside of an Oshrom. But I just decided I had to

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00:03:59,023 --> 00:03:59,663

[brian]: Got it.

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00:04:01,440 --> 00:04:11,400

[adrienne\_rose\_white]: create, if nothing was going to happen, I had to create something. So get to the day of everyone's exhausted because again, they've been waking up at 4am. And it's like 6pm on

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00:04:11,400 --> 00:04:23,360

[adrienne\_rose\_white]: a Saturday, 8pm, something like that on a Saturday. And I was so nervous and I went like this is gonna be really bad. And I did it anyway. And by the end, people were up on their feet.

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00:04:23,360 --> 00:04:35,000

[adrienne\_rose\_white]: Someone started drumming like this whole thing happened and it was magic. And so I introduced the one act I had and walked off stage and then got bumrushed by 20 people

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00:04:35,000 --> 00:04:37,760

[adrienne\_rose\_white]: who all now wanted to do their talents.

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00:04:37,623 --> 00:04:38,423

[brian]: Wow.

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00:04:37,760 --> 00:04:46,980

[adrienne\_rose\_white]: So, so I, but none of them were ready.

So I started like making up little skits and bits between each act so that the next act could be ready.

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00:04:47,000 --> 00:04:57,400

[adrienne\_rose\_white]: And it was engaging the audience and engaging the other performers.

And I realized I felt like my best, most present self, and not worried about the past,

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00:04:57,400 --> 00:05:06,700

[adrienne\_rose\_white]: and not worried about the future when I was performing and of service to others.

And writing was a big part of that because writing, it's funny, I didn't think about this

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00:05:06,700 --> 00:05:16,300

[adrienne\_rose\_white]: until you asked that question, but writing was the way I was able to show up and get that ball rolling to be able to create this space to invite more people.

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00:05:16,123 --> 00:05:18,043

[brian]: And how, I mean, I can interrupt you Adrienne,

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00:05:17,000 --> 00:05:17,200

[adrienne\_rose\_white]: Thank you.

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00:05:18,043 --> 00:05:29,643

[brian]: because I think it's so beautiful that you had the beautifully live version of unlocking people's fervent creative desire. Like, I have nothing, I can't say anything,

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00:05:29,643 --> 00:05:36,003

[brian]: I can't do this, and all of a sudden they see you and they're like, you just like made it, the permission slip you gave them was huge. And I can just see, of course,

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00:05:36,003 --> 00:05:44,243

[brian]: as like left an imprint on you and influenced whatever came next.

I mean, I'm sure that's what you're about to tell me, but I can only imagine like, woof, look, I can do that.

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00:05:44,243 --> 00:05:48,223

[brian]: Like, that's an incredible feeling. Congratulations on that moment alone.

That's awesome.

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00:05:48,400 --> 00:06:02,760

[adrienne\_rose\_white]: Thank you so much. Yeah, it really became it really became sort of a cornerstone of how I understood my place in the world

And what I understood was sort of my I suppose the phrase I would use now is zone of genius like that's what I love creating

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00:06:01,723 --> 00:06:02,523

[brian]: Yeah.

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00:06:02,760 --> 00:06:12,520

[adrienne\_rose\_white]: And I love empowering other people to create

So after that I you know, I lit I studied a

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00:06:17,523 --> 00:06:20,523

[brian]: Great. I love it.

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00:06:18,400 --> 00:06:28,640

[adrienne\_rose\_white]: at the source. And then I went to New York and studied at the Atlantic Theater Company. And their big emphasis is also on creating your own work.

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00:06:28,640 --> 00:06:35,960



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[adrienne\_rose\_white]: They really encourage classes to form an ensemble, which, you know, we did one show together. It didn't end up being the thing,

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00:06:35,960 --> 00:06:41,680

[adrienne\_rose\_white]: but it really left me with the idea of, oh, I can be in control of my creative career. I can have something to say.

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00:06:41,680 --> 00:06:44,240

[adrienne\_rose\_white]: I don't have to wait for the S. I can make the S.

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00:06:45,023 --> 00:06:45,623

[brian]: Yeah.

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00:06:48,400 --> 00:07:00,000

[adrienne\_rose\_white]: and I came out to LA for like a six week acting program and I just felt like, oh, this is the place, great. And when we started working together,

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00:07:00,000 --> 00:07:13,520

[adrienne\_rose\_white]: I had shot a short film called Mira Mira that I had written. And I wrote it and I shot it and I was sort of stuck. I couldn't really move forward.

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00:07:13,520 --> 00:07:17,740

[adrienne\_rose\_white]: And that was why working, no, please.

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00:07:14,223 --> 00:07:23,423

[brian]: And wait, Adrienne, can I ask you about something? I'm going to interrupt you because I feel like a lot of times when we create something and I talk this happens a lot, I think with my filmmakers, my writers, we write, we make

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00:07:23,423 --> 00:07:35,103

[brian]: something, we might have put it into the world a little bit, but we're like, it's, you know,



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it's not finished with its journey. And it is like an open, it's like a stuck, it's like stuck in your craw because you're

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00:07:35,103 --> 00:07:40,143

[brian]: like, yeah, it's done and some people have seen it, but I know there's, it's not done

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00:07:37,100 --> 00:07:41,100

[adrienne\_rose\_white]: I'm going to start with you. I'm going to start with you.

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00:07:40,143 --> 00:07:43,023

[brian]: with its impact. Is that the moment you're describing right now?

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00:07:41,100 --> 00:07:49,100

[adrienne\_rose\_white]: I'm going to start with you. I'm going to start with you.  
I'm going to start with you. I'm going to start with you.

82

00:07:47,423 --> 00:07:48,423

[brian]: Got it. Okay.

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00:07:49,100 --> 00:07:59,100

[adrienne\_rose\_white]: I'm going to start with you. I'm going to start with you.  
I'm going to start with you. I'm going to start with you. I'm going to start with you.

84

00:07:59,100 --> 00:08:01,100

[adrienne\_rose\_white]: I'm going to start with you.

85

00:07:59,423 --> 00:08:00,323

[brian]: Hmm.

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00:08:01,100 --> 00:08:03,100

[adrienne\_rose\_white]: I'm going to start with you.



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87

00:08:01,723 --> 00:08:02,523

[brian]: Hmm

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00:08:03,100 --> 00:08:09,740

[adrienne\_rose\_white]: I'm going to start with you. to make sure that it got done outside of myself.

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00:08:10,523 --> 00:08:14,683

[brian]: Sometimes you just gotta have someone who says do it do it do it, right?

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00:08:14,460 --> 00:08:20,420

[adrienne\_rose\_white]: And someone says, is it done? Did you do the thing you said you were going to do last week?

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00:08:17,123 --> 00:08:21,123

[brian]: Yeah. Yeah.

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00:08:20,420 --> 00:08:24,020

[adrienne\_rose\_white]: So I felt very much like you do live that out of me.

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00:08:23,723 --> 00:08:24,723

[brian]: Yeah, great.

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00:08:24,020 --> 00:08:24,700

[adrienne\_rose\_white]: So thank you.

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00:08:24,723 --> 00:08:26,723

[brian]: I will gladly be a doula. Great.

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00:08:28,820 --> 00:08:38,960

[adrienne\_rose\_white]: And that ended up, it went to, I think it was the experimental award at some film festival But that was sort of the first thing.

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00:08:38,960 --> 00:08:47,960

[adrienne\_rose\_white]: Oh, right. That was another big thing that led to my writing was it was a fairy tale about race and disconnection set in Bahia, Brazil.

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00:08:47,960 --> 00:08:58,160

[adrienne\_rose\_white]: And I, you know, as a black woman growing up in the Midwest, I had struggled with identity a little bit and who I was and what my place in the world was.

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00:08:58,160 --> 00:09:09,660

[adrienne\_rose\_white]: And so I really started to connect with writing as a way to carve my place in the world and how empowering that was for other people

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00:09:09,660 --> 00:09:14,820

[adrienne\_rose\_white]: to start having space to tell their story. So again, it was me real, it was that permission slip again, reals.

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00:09:14,820 --> 00:09:24,180

[adrienne\_rose\_white]: Oh, and I give myself permission, it gives other people permission. So I did that for a while in LA. I worked at a boutique production company

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00:09:24,180 --> 00:09:28,940

[adrienne\_rose\_white]: that shot reels for actors. So that was kind of like my grad school.

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00:09:26,523 --> 00:09:27,123

[brian]: Yeah.

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00:09:28,940 --> 00:09:36,180



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[adrienne\_rose\_white]: So I got used to writing scenes, producing them, directing them, editing them, kind of like going through all the steps.

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00:09:36,223 --> 00:09:37,323

[brian]: Yeah

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00:09:37,100 --> 00:09:48,500

[adrienne\_rose\_white]: And that was really big. And then the other big critical piece of the puzzle, I have to shout out to Ali Chan, who became my creative partner and writing partner,

107

00:09:44,723 --> 00:09:45,623

[brian]: Yeah.

108

00:09:48,500 --> 00:09:58,220

[adrienne\_rose\_white]: because she had a great idea called quirky female protagonist. We read it once out loud after a yoga class actually. This all comes back to yoga.

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00:09:59,540 --> 00:10:05,020

[adrienne\_rose\_white]: We read it aloud for our yoga teacher.

We were the only two people in the class. She was like, oh, this is really good.

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00:10:07,100 --> 00:10:18,780

[adrienne\_rose\_white]: this. And so I kind of became her creative doula. I'd have her come over and say, okay, I want to see another scene by the end of our time together and she would write it and I would edit

111

00:10:18,780 --> 00:10:31,660

[adrienne\_rose\_white]: it. And it really, again, I realized how much I, I loves getting, seeing things through to fruition.

So I became the exact producer. She wrote it and we starred in it together. And after that, I proposed

112

00:10:26,523 --> 00:10:27,523



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[brian]: Hmm.

113

00:10:37,100 --> 00:10:40,380

[adrienne\_rose\_white]: eight years, which was such a gift. Yeah.

114

00:10:38,823 --> 00:10:49,063

[brian]: Got it. Wild. Yeah. Yeah. And then, so how does it go from, hey, let's make this thing. And when you say make it, meaning wrote it in, produce it on your own, just so that our

115

00:10:49,063 --> 00:10:54,623

[brian]: audience is really up to date with who you said the quirky female protagonist, when you took that, was it like go produce that or let's go get money.

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00:10:54,623 --> 00:10:59,223

[brian]: What happened next so that we can get connected to when you started pitching to TV, like connect the dots for us just a little bit.

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00:10:59,200 --> 00:11:12,200

[adrienne\_rose\_white]: Yes, absolutely. So, um, so let's see, we did a Kickstarter back then and we raised something and Ali took the lead on that.

We raised, I think, about \$2,000. It wasn't a lot. It was just something, just enough.

118

00:11:12,200 --> 00:11:23,200

[adrienne\_rose\_white]: And I had, at that point, a lot of friends because I had in, just who had a camera. Like, things don't have to be perfect. You just have to be able to get it done.

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00:11:20,623 --> 00:11:24,223

[brian]: Yes. Yeah.

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00:11:29,200 --> 00:11:41,920



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[adrienne\_rose\_white]: a long time again because I think we were kind of stuck in our own stuff for a little bit. And from there we submitted it to a film festival. We submitted it to the LA Film Festival. And this is

121

00:11:41,920 --> 00:11:55,440

[adrienne\_rose\_white]: the big one of the big things that I love to say is that it's so helpful to like people want to get on a train that's already moving. And so we had to believe our train was already moving, you know.

122

00:11:51,923 --> 00:11:56,123

[brian]: Mmm. Yeah.

123

00:11:59,200 --> 00:12:12,280

[adrienne\_rose\_white]: submitted to LA Film Festival we got in, then we reached out to like a baby publicist. Like she was just starting to get into being a publicist. And it was

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00:12:10,123 --> 00:12:10,763

[brian]: Ha ha ha!

125

00:12:12,280 --> 00:12:21,880

[adrienne\_rose\_white]: like, okay, do you want to like help us tell people about this web series? She was like, okay. So she charged a very low rate because she was new at it. And that

126

00:12:21,880 --> 00:12:34,040

[adrienne\_rose\_white]: really changed the game for us because it helped us get on to Huffington Post and He created something that was important to us. We just kept enlisting more and more people.

127

00:12:34,040 --> 00:12:39,560

[adrienne\_rose\_white]: And the more people that got on board, the more people wanted to get on board. Because we could point to someone else like, look, they got on board.



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128

00:12:37,023 --> 00:12:38,023

[brian]: Mm-hmm.

129

00:12:39,560 --> 00:12:43,040

[adrienne\_rose\_white]: Don't you want to get on board through this train?

130

00:12:41,023 --> 00:12:43,023

[brian]: Yes. Yes.

131

00:12:43,040 --> 00:12:53,120

[adrienne\_rose\_white]: And so at the LA Film Festival, we met, I think festivals are a great place to start meeting people. So we ended up meeting someone who was at Lakeshore Entertainment.

132

00:12:53,120 --> 00:13:04,140

[adrienne\_rose\_white]: They do the underworld movies. And I think we barely talked about the project. We chatted, like we had a great time. She was like, I really like you guys.

133

00:13:04,140 --> 00:13:10,640

[adrienne\_rose\_white]: I think you should meet my boss. And so that led to our first general meeting. So general where you're just getting to know each other

134

00:13:09,623 --> 00:13:10,323

[brian]: Hmm.

135

00:13:10,640 --> 00:13:18,580

[adrienne\_rose\_white]: and getting, we got to know what Lakeshore was trying to build. They got to know our voice and who we were. But so when they were ready, they were saying,

136

00:13:18,580 --> 00:13:25,380

[adrienne\_rose\_white]: oh, we're gonna step into TV. We wanna produce a TV show.



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What do you have? They knew our voice already and came to us and say,

137

00:13:25,380 --> 00:13:37,500

[adrienne\_rose\_white]: hey, do you have a TV pitch? that they asked us that question. I want to be very clear about that. That was a very busy week of putting together a full TV pitch.

138

00:13:35,223 --> 00:13:39,723

[brian]: Uh-huh. Got it. Yes.

139

00:13:40,200 --> 00:13:50,280

[adrienne\_rose\_white]: that led to us optioning our first TV show. So it was a lot of, again, being able to show up as ourselves and knowing what our voice was

140

00:13:50,280 --> 00:13:57,800

[adrienne\_rose\_white]: and what we were about, and that started attracting opportunities to us that were right for us. Or at least right for that moment too,

141

00:13:55,623 --> 00:13:56,523

[brian]: Yeah.

142

00:13:57,800 --> 00:14:00,200

[adrienne\_rose\_white]: because that show didn't end up getting made

143

00:13:58,523 --> 00:13:59,023

[brian]: Right.

144

00:14:00,200 --> 00:14:09,960

[adrienne\_rose\_white]: and that was really disappointing. But out of that show not getting made, we actually got an idea for an even bigger show and that's the show that sold to CBS.

145



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

00:14:10,200 --> 00:14:18,780

[adrienne\_rose\_white]: So each valley led to another peak. And that was another big part of the writing process for us, is realizing that we could

146

00:14:14,623 --> 00:14:18,923

[brian]: Yeah. And Adrienne, tell me if this is something.

147

00:14:18,780 --> 00:14:22,900

[adrienne\_rose\_white]: take the, oh, just to finish this last song, sorry, just that the things that were our

148

00:14:21,123 --> 00:14:22,423

[brian]: No do it

149

00:14:22,900 --> 00:14:28,840

[adrienne\_rose\_white]: greatest obstacles turn into the stories that we can tell and turn into our greatest strengths.

That's another big thing I believe in.

150

00:14:29,723 --> 00:14:33,203

[brian]: That is beautiful. And that must be probably what you're talking to people about whenever you're

151

00:14:31,300 --> 00:14:31,800

[adrienne\_rose\_white]: Thank you.

152

00:14:33,203 --> 00:14:39,923

[brian]: helping them talk about their own pitches is, you know, are you really talking about what's real to you or is this just some idea that has nothing to, like, if

153

00:14:39,923 --> 00:14:48,243

[brian]: it's not, not clear to you, it's not real for you. And when I'm hearing you say that also, and I think everyone needs to hear this



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

is so beautifully articulated, people want to get on a moving train.

154

00:14:48,763 --> 00:14:57,363

[brian]: Y'all getting your train moving. Isn't that hard? Like it's not as hard as you'd like get it into a film festival. Oh my gosh, your train looks like it's moving. Like the people on the outside are like, Oh my gosh, it's moving.

155

00:14:59,723 --> 00:15:00,803

[brian]: festival isn't hard to get into.

156

00:15:00,800 --> 00:15:03,120

[adrienne\_rose\_white]: Thank you.

157

00:15:00,803 --> 00:15:05,683

[brian]: Like I'm not making that story up about you, but like some festivals are hard to get like it needs like, we just need to see that it gets a little bit

158

00:15:05,500 --> 00:15:06,500

[adrienne\_rose\_white]: Thank you.

159

00:15:05,683 --> 00:15:11,843

[brian]: of street cred. So we can say like, Oh, it's been there. Like I can say yes to that. The festival, there's going to be people there who are hustling.

160

00:15:10,400 --> 00:15:11,100

[adrienne\_rose\_white]: Thank you.

161

00:15:12,083 --> 00:15:19,083

[brian]: Hustlers go to film festivals. Everyone in that room is hustling anyway. Right. And so you get to be around people who are actually wanting to make things and

162



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

00:15:16,100 --> 00:15:17,100

[adrienne\_rose\_white]: Thank you.

163

00:15:19,083 --> 00:15:22,403

[brian]: do things or they wouldn't be there. Right. Unless they're the friends of the filmmaker.

164

00:15:21,400 --> 00:15:21,900

[adrienne\_rose\_white]: Thank you.

165

00:15:22,403 --> 00:15:24,963

[brian]: Fine. Right. Yeah. Like, and you have to remember it.

And that's what I love about that.

166

00:15:26,100 --> 00:15:34,860

[adrienne\_rose\_white]: I was just gonna say, this just hits on one of my close friends works at, I'm not sure what I'm allowed to say, so I'll just say a big studio.

167

00:15:32,623 --> 00:15:34,623

[brian]: Okay, okay great

168

00:15:34,860 --> 00:15:45,300

[adrienne\_rose\_white]: And she just told me they had like a company-wide call.

And one of the things they mentioned, they're now combing TikTok, looking for, like it is

169

00:15:45,300 --> 00:15:55,260

[adrienne\_rose\_white]: so, like it's people's full-time jobs to be watching TikTok to find who has a voice that they want to hear.

170

00:15:54,423 --> 00:15:59,543

[brian]: I'll take a check. I watch TikTok. I feel like I watch it. I feel like I want, I can tell you it's



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171

00:15:56,100 --> 00:16:04,580

[adrienne\_rose\_white]: like three. Right. I was like, I was like, but so people think they have to do all these

172

00:15:59,543 --> 00:16:03,863

[brian]: talented on TikTok. I could tell you right now. Right. So, okay.

173

00:16:04,580 --> 00:16:12,220

[adrienne\_rose\_white]: things. That's to be perfect. It's like, babe, make it, make it tick top and show up and like really put your voice out there. It's so much more accessible, even than when I

174

00:16:12,220 --> 00:16:13,820

[adrienne\_rose\_white]: first started out, you know,

175

00:16:12,823 --> 00:16:20,543

[brian]: Yeah. Yeah. And what I'm hearing, Adrienne, though, because I think a lot of people might hear that and

go, Oh my God, I don't want to become a tic-tac star, which is what someone might hear.

176

00:16:20,500 --> 00:16:21,300

[adrienne\_rose\_white]: Thank you.

177

00:16:20,543 --> 00:16:27,083

[brian]: And what you're actually saying is you'd have to be tic-tac star.

You just have to get it started. Get it started. Don't get it perfect.

178

00:16:27,083 --> 00:16:32,743

[brian]: It's something that I always say that one of my coaches taught me is like, progress, not perfection over progress over for perfection. And I hear you saying that.

179





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188  
00:17:03,383 --> 00:17:07,023  
[brian]: You've been here, but you've sold something to them and they didn't do it.

189  
00:17:03,800 --> 00:17:10,800  
[adrienne\_rose\_white]: Thank you.

190  
00:17:07,023 --> 00:17:09,743  
[brian]: Me too. I've sold 15 things and they did only four.

191  
00:17:12,823 --> 00:17:21,503  
[brian]: This business doesn't mean every effort you put in equals an equal action back I think the business understands that more than sometimes the creators inside of it do

192  
00:17:21,983 --> 00:17:26,943  
[brian]: Like we expect that this everyone knows it's a hard business everyone knows that I want to say hard

193  
00:17:22,260 --> 00:17:24,420  
[adrienne\_rose\_white]: Yes. Oh, that's so well said.

194  
00:17:26,943 --> 00:17:34,063  
[brian]: I don't like to apply the word hard to it by like everyone knows that the business is about Trying seeing if it works trying see where try this try this try this like it's gonna be that that is part of it

195  
00:17:34,063 --> 00:17:38,043  
[brian]: And that you're saying yeah in the ability to track your almost

196  
00:17:42,823 --> 00:17:52,223  
[brian]: point, uh, you've pitched a bunch of other shows. How can you give us just a little bit of input into input into, since you now

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you teach people how to do this, like what has this taught you?

197

00:17:52,223 --> 00:18:00,243

[brian]: Like what, what is, what is the big takeaway that you have from being through this process? So many times I would say, so there's a lot to say at the end of that question,

198

00:17:57,200 --> 00:18:00,080

[adrienne\_rose\_white]: That's the big takeaway.

199

00:18:00,243 --> 00:18:06,863

[brian]: but like what, like what, if you were like, you know, what is it taught Adrienne, Adrienne Rose White's personally, like about yourself even.

200

00:18:08,000 --> 00:18:28,500

[adrienne\_rose\_white]: Oh, okay. I think it's taught me. And I know that I said this before, but I'm just going to give it like a very specific example of this now.

That the thing that I think is the obstacle is generally going to be either the answer or my superpower.

201

00:18:28,500 --> 00:18:44,100

[adrienne\_rose\_white]: Like whatever I think is the thing holding it up is actually not holding it up. It's actually the best part.

So I'm going to give you an example. So I was pitching another show to CBS last fall.

202

00:18:37,023 --> 00:18:37,523

[brian]: Yeah.

203

00:18:45,200 --> 00:18:50,400

[adrienne\_rose\_white]: I took my dog out for a walk right before. I was like, let me get my dog subtle. Let me get everything subtle.

204

00:18:50,400 --> 00:18:59,800

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[adrienne\_rose\_white]: Let me get in prime, Adrienne space. It was a zoom pitch. I take this dog outside. And for some reason he has a problem pooping.

205

00:18:59,800 --> 00:19:03,720

[adrienne\_rose\_white]: He like can't finish or he's like stuck.

206

00:19:03,223 --> 00:19:03,723

[brian]: Yeah.

207

00:19:03,720 --> 00:19:12,560

[adrienne\_rose\_white]: I won't get too graphic. But I was like, I have a pitch and you gotta figure this out, but I gotta go. He's like, I gotta go too. I can't help with this.

208

00:19:12,560 --> 00:19:21,800

[adrienne\_rose\_white]: So I bring him back inside. like a pee pad under my desk. And I'm just at the beginning of this call. I'm like, my dog is shitting under my desk.

209

00:19:21,800 --> 00:19:33,260

[adrienne\_rose\_white]: Like just, and I was like, but it's so funny because I think that could have been something that distracted me or really threw me off or felt weird.

210

00:19:33,260 --> 00:19:42,000

[adrienne\_rose\_white]: And I was like, oh no, this is the obstacle that is supposed to charge me in and make me deliver. And I'll tell you, if that wasn't one of the best pitches

211

00:19:45,200 --> 00:19:51,680

[adrienne\_rose\_white]: I was so stressed before like, oh my God, what am I gonna do about this dog? Like I can't leave, I can't do this, I can't do that.

212

00:19:51,680 --> 00:19:58,600

[adrienne\_rose\_white]: I don't know. It's like, let's just accept that this is happening



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and that it's gonna make this pitch better. And we got the call the next day that it sold.

213

00:19:58,600 --> 00:20:03,440

[adrienne\_rose\_white]: So I have learned that the things that feel like

214

00:19:58,823 --> 00:20:00,823

[brian]: That is amazing. Yeah.

215

00:20:03,440 --> 00:20:11,680

[adrienne\_rose\_white]: they raise the stakes that make it feel uncomfortable or impossible are actually for, I'm like, oh, that if I treat that as a gift as, oh,

216

00:20:11,680 --> 00:20:18,840

[adrienne\_rose\_white]: this is just popping up my adrenaline tapped in, the results are amazing.

217

00:20:16,623 --> 00:20:19,543

[brian]: Mm-hmm. That is awesome.

218

00:20:18,840 --> 00:20:19,840

[adrienne\_rose\_white]: So now I try.

219

00:20:19,543 --> 00:20:25,663

[brian]: I love the way you say that. A lot of times someone will come to me, it'll be an actor or a writer, and they'll say, I'm not sure about how to handle,

220

00:20:25,663 --> 00:20:32,623

[brian]: da, da, da, da, da. And I'll be like, well, you just talked about what the solution is. The problem is the solution is a phrase that we use a lot. Like, you're just gonna use that.

221

00:20:32,623 --> 00:20:38,023

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Adrienne Rose White - Transcript**

[brian]: You're gonna use that. That's the answer. So talk to us about,  
for those of us who are not in the know, when you say sell a show,

222

00:20:38,023 --> 00:20:46,623

[brian]: you don't get to set up a lemonade set on the side of the stream,  
be like, hey, wanna buy my show?

223

00:20:42,000 --> 00:20:43,100

[adrienne\_rose\_white]: No

224

00:20:46,623 --> 00:20:49,183

[brian]: been actually in person as well. Like who's in the room?

225

00:20:48,500 --> 00:20:49,200

[adrienne\_rose\_white]: Mm-hmm.

226

00:20:49,183 --> 00:20:56,463

[brian]: What does it look like? Is it always the same people?

And are you like showing all these beautiful pages of pictures that you've made as like a pitch deck?

227

00:20:56,463 --> 00:21:03,423

[brian]: Or is it actually the script? Walk us through. What does it mean to Salashow like from A to Z?  
Give us a little bit of that journey.

228

00:21:03,800 --> 00:21:21,440

[adrienne\_rose\_white]: Brian that is such a good question and I cannot wait to tell you the answer because I  
love to demystify this process because people think it's so unattainable and it's not.

So there are sort of three different types of people to pitch to their production companies. I grew people who  
have overall deals which I'll explain the second.

229



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00:21:21,720 --> 00:21:25,400

[adrienne\_rose\_white]: So production companies and people with overall deals studios.

230

00:21:33,800 --> 00:21:46,440

[adrienne\_rose\_white]: a project and they like to get involved at the earliest stage. So when I mentioned that pitch to Lakeshore, they were a production company. So basically when you go into a production company,

231

00:21:46,440 --> 00:21:58,440

[adrienne\_rose\_white]: they're really, I mean at every stage they're buying into you, but then in particular it's about, I thought I had to go in with pages and pages. I thought I had to have a perfect pitch deck. I

232

00:22:02,023 --> 00:22:10,023

[brian]: No way and were you and were you like totally ready to go did you have all these like and here i am ready on the first day school and then you're like oh i didn't need all this like.

233

00:22:08,100 --> 00:22:12,020

[adrienne\_rose\_white]: Yes, you've met me, absolutely.

234

00:22:11,723 --> 00:22:12,623

[brian]: Yes.

235

00:22:12,020 --> 00:22:16,180

[adrienne\_rose\_white]: I'm like 15, 20 pages.

236

00:22:15,123 --> 00:22:17,123

[brian]: Totally. Yes.

237

00:22:16,180 --> 00:22:26,980

[adrienne\_rose\_white]: And we ended up having, I'll talk about Lakeshore specifically,



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we ended up having this two hour conversation because they liked us and they liked the core

238

00:22:26,980 --> 00:22:33,340

[adrienne\_rose\_white]: of the idea, but they had their own ideas about what they were interested in and whether they wanted it to be.

239

00:22:38,100 --> 00:22:49,660

[adrienne\_rose\_white]: And I didn't have to come in with the perfect finished product. I needed to come in with the inspiration and follow up ideas, but enough to like spitball

240

00:22:49,660 --> 00:22:56,140

[adrienne\_rose\_white]: together and together find what we could do and what was exciting for everyone in the room.

241

00:22:55,223 --> 00:23:05,343

[brian]: And Adrienne, what I'm also, you also had to show up, you also had to show up with a willingness to be like, my answer is not the final answer. Or like my vision is not the final, like a willingness to like, it's not so precious

242

00:23:05,343 --> 00:23:12,943

[brian]: to me that I can't listen to what else the people at the production company want to offer. So that can be tricky for people who, this is my personal story and I have to tell this

243

00:23:12,600 --> 00:23:13,100

[adrienne\_rose\_white]: Thank you.

244

00:23:12,943 --> 00:23:22,263

[brian]: way and do it right. Yeah. Cause so I was just speaking into, so of the three categories are the production companies the most likely to say, and we have opinions about how we want this to be done.



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245

00:23:19,200 --> 00:23:26,940

[adrienne\_rose\_white]: Thank you. Yeah, I mean, I won't lie to you Brian everyone got opinions about how they would be done

246

00:23:24,623 --> 00:23:26,623

[brian]: Everybody die.

247

00:23:27,980 --> 00:23:40,500

[adrienne\_rose\_white]: But I do think They're they're the ground floor people. They're the they're the people I find because it

You know, obviously a lot of times you want to get a sale so you come to them and you want them on board

248

00:23:40,500 --> 00:23:50,540

[adrienne\_rose\_white]: But you also need to see like do we vibe do we do we have a similar vision for what we want this to be?

So it's I consider it's a dance. It's not like I'm doing this and get on board nothing

249

00:23:52,500 --> 00:23:57,820

[adrienne\_rose\_white]: I have to do everything you say because you're right.

It's like, okay, we're two different, it's almost like a date, you know?

250

00:23:57,820 --> 00:23:59,820

[adrienne\_rose\_white]: It's like, okay, we have two different ideas

251

00:23:58,223 --> 00:23:58,863

[brian]: Got it. Yeah.

252

00:23:59,820 --> 00:24:05,020

[adrienne\_rose\_white]: of what we want. Do our ideas align enough that we wanna keep doing this?

253



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00:24:05,223 --> 00:24:06,223

[brian]: Gotta, yeah.

254

00:24:06,820 --> 00:24:15,940

[adrienne\_rose\_white]: So yeah, so the most important thing at the production company stage is knowing what the core of your idea is, and that you can communicate that core effectively

255

00:24:15,940 --> 00:24:20,780

[adrienne\_rose\_white]: so you can find out if they're on board with that, because you can build from there

256

00:24:20,823 --> 00:24:21,663

[brian]: Got it.

257

00:24:22,500 --> 00:24:25,480

[adrienne\_rose\_white]: what's at the center of it. So okay, now people with overalls,

258

00:24:23,923 --> 00:24:24,423

[brian]: Kind of.

259

00:24:25,480 --> 00:24:36,220

[adrienne\_rose\_white]: I love people with overalls. So I'll tell you, an overall deal is where a network or a studio has paid someone upfront and their job is now to bring the studio or network ideas

260

00:24:36,220 --> 00:24:47,840

[adrienne\_rose\_white]: for a fixed amount of time. So a person with an overall is looking for ideas to be, because that's their job to bring ideas to the studio or the network that has offered them that deal.

261

00:24:47,840 --> 00:25:05,860

[adrienne\_rose\_white]: So that's why my first set, What, two? Yeah, two of the projects I've sold were through people. Like, I pitched it to the



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person with the overall, sort of a very soft, loose pitch, got them on board, saw what our vision

262

00:25:05,860 --> 00:25:11,140

[adrienne\_rose\_white]: was together, built something out a little more fully, and then from there, pitched to a studio.

263

00:25:12,023 --> 00:25:21,243

[brian]: And so as an overall, just so I get extra clarity, your kind of thing, like overall and production company are similar in the way that you approach them because it is a collaborative kind of situation.

264

00:25:14,800 --> 00:25:15,300

[adrienne\_rose\_white]: Yeah.

265

00:25:19,200 --> 00:25:20,200

[adrienne\_rose\_white]: Mm-hmm.

266

00:25:21,243 --> 00:25:25,263

[brian]: And overall might even be someone who like has their own production company in that case, correct?

267

00:25:24,300 --> 00:25:26,300

[adrienne\_rose\_white]: Yes, exactly. Exactly.

268

00:25:25,543 --> 00:25:25,883

[brian]: Yes.

269

00:25:27,180 --> 00:25:32,520

[adrienne\_rose\_white]: And production companies, again, why would you go to production company? Because they have relationships with the studio or a network.

270

00:25:32,520 --> 00:25:40,300



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[adrienne\_rose\_white]: The goal is the network and all these other things are like, like people who have relationships and can build it out so that you get to that network sale.

271

00:25:41,780 --> 00:25:49,460

[adrienne\_rose\_white]: Okay, so production company. Next is a studio. So the studio, they're the people who will actually make the show.

272

00:25:54,300 --> 00:26:04,480

[adrienne\_rose\_white]: the show. So a lot of people get a little bit confused because there's CBS Studio. So there the CBS Studio for example would be the one shooting, filming the project. But

273

00:26:04,480 --> 00:26:12,200

[adrienne\_rose\_white]: CBS Network is the one who puts it on TV. Like when you watch TV, you're watching CBS Network.

Does that make sense, Bernie?

274

00:26:12,523 --> 00:26:18,443

[brian]: It does, but I want you to talk about it a little bit more.

Because are you saying that CBS Studios has money to say we like your pitch and

275

00:26:15,000 --> 00:26:15,800

[adrienne\_rose\_white]: Okay.

276

00:26:18,443 --> 00:26:24,203

[brian]: CBS Network has money to say we like your pitch? Two separate things that could, like, one green light and not the other?

277

00:26:22,500 --> 00:26:32,620

[adrienne\_rose\_white]: Oh, that's a really good, that's a really great question.

So generally, especially for a first time project, you get what's called an if come deal.



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

278  
00:26:32,620 --> 00:26:43,100  
[adrienne\_rose\_white]: Which means if you get, I like to explain it as, if you get the network on board, then the money is coming. So at the studio, so at the studio stage,

279  
00:26:43,100 --> 00:26:51,140  
[adrienne\_rose\_white]: that's where you get the contract that says, okay, when the network's on board, you get paid \$100,000 to deliver the first pile of script

280  
00:26:52,500 --> 00:26:59,260  
[adrienne\_rose\_white]: for an episode as an executive producer and 10,000 per episode as with the writer and all like at the studio stage,

281  
00:26:59,260 --> 00:27:09,580  
[adrienne\_rose\_white]: that's when you get that contractual breakdown of what you will get paid. But you don't actually get paid, but they're saying we'll pay once you get the network on.

282  
00:27:09,580 --> 00:27:16,260  
[adrienne\_rose\_white]: So then once you get, so then the network, so by the time you're pitching to the network, you already know the deal term.

283  
00:27:16,260 --> 00:27:23,900  
[adrienne\_rose\_white]: So once it sells to the network, then the studio, like the network pays the studio you.

284  
00:27:23,223 --> 00:27:28,903  
[brian]: And some more questions. Yeah, when I saw more questions, it's super interesting. So it's kind of like a test deal when you're an actor.

285  
00:27:28,700 --> 00:27:29,200  
[adrienne\_rose\_white]: Bye.



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

286

00:27:28,903 --> 00:27:34,983

[brian]: Cause I can remember when I tested at ABC, we had this whole deal of like, if this show goes, you have to be this person. This is how much you're going to get paid every episode.

287

00:27:34,983 --> 00:27:42,343

[brian]: I don't know, I don't know. I remember like that was like, so, so different, but a little similar. But is CBS its own entity, meaning like,

288

00:27:42,343 --> 00:27:49,023

[brian]: hey, we love this Adrienne show. We're going to like put, let's, let's put this thing together. Let's put it up. Or do they have to go, Hey, CBS, we're just checking in with you.

289

00:27:49,023 --> 00:27:53,223

[brian]: We have the show we might

290

00:27:52,900 --> 00:27:54,500

[adrienne\_rose\_white]: No, they don't talk.

291

00:27:53,223 --> 00:27:54,423

[brian]: CBS can green light at the.

292

00:27:54,500 --> 00:28:02,180

[adrienne\_rose\_white]: Well, oh, Greenlight, so the studio will give you the if-come deal based on believing that

293

00:27:54,923 --> 00:27:55,923

[brian]: Yeah, great. I love it.

294

00:28:02,180 --> 00:28:10,140



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

[adrienne\_rose\_white]: they can, they'll find the network to put it on.  
And it's another great question because in the past in Hollywood, you might see something

295

00:28:10,140 --> 00:28:15,500

[adrienne\_rose\_white]: shot by CBS Studio, but then distributed by NBC Network, right?

296

00:28:14,023 --> 00:28:15,123

[brian]: ¡Ya, ya, ya!

297

00:28:15,500 --> 00:28:20,940

[adrienne\_rose\_white]: There would be a lot more of that crossover right now.  
It's a time of a lot of vertical integration.

298

00:28:21,223 --> 00:28:21,723

[brian]: Got it.

299

00:28:22,900 --> 00:28:32,180

[adrienne\_rose\_white]: used a lot as walled gardens. So CBS is owned by Viacom.  
So at this point, if someone were to get CBS Studio on board,

300

00:28:32,180 --> 00:28:39,140

[adrienne\_rose\_white]: they would probably, they would not even probably,  
almost definitely stick to a network inside the Viacom

301

00:28:38,523 --> 00:28:39,023

[brian]: Right.

302

00:28:39,140 --> 00:28:45,420

[adrienne\_rose\_white]: family of companies. So you, yeah, you can't, you don't get to go as many places



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

- 303  
00:28:41,523 --> 00:28:42,223  
[brian]: Okay, yeah.
- 304  
00:28:45,420 --> 00:28:49,100  
[adrienne\_rose\_white]: as in the past right now at this moment in the industry.  
Yeah.
- 305  
00:28:49,523 --> 00:28:55,003  
[brian]: And when you're doing these pitches, I don't want to cut you off so you can cut me off.  
Who are you talking to?
- 306  
00:28:54,100 --> 00:28:54,900  
[adrienne\_rose\_white]: Thank you.
- 307  
00:28:55,003 --> 00:29:01,403  
[brian]: Who are these people? Who is it that, I mean, I get the production company,  
like maybe it's the owner or it's the person that had to develop, like who are the people
- 308  
00:29:01,403 --> 00:29:04,003  
[brian]: in the long, who's populating this situation?
- 309  
00:29:04,100 --> 00:29:13,020  
[adrienne\_rose\_white]: Yeah, so at the production company a lot of times the first time you pitch you might be  
Even a lower level exec sometimes it's the head of the company. I
- 310  
00:29:13,940 --> 00:29:24,580  
[adrienne\_rose\_white]: You know my course is called how to actually sell a TV show organically because I'm a  
big believer in finding the organic connections  
So a lot of times that first pitch isn't even it's not really a pitch. It's a coffee date
- 311



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

00:29:24,580 --> 00:29:38,500

[adrienne\_rose\_white]: It's it's something very low-key between two people where I get to talk about what I'm excited about and they get excited  
the time I'm actually pitching to the production company, I am pitching to the boss because

312

00:29:38,500 --> 00:29:47,900

[adrienne\_rose\_white]: whoever I've talked to already, we had that organic thing and I gave them the clear nugget  
that they could take to their boss so that they're already excited by the time I come

313

00:29:45,923 --> 00:29:46,923

[brian]: Yeah.

314

00:29:47,900 --> 00:29:49,900

[adrienne\_rose\_white]: into the room.

315

00:29:49,123 --> 00:29:56,083

[brian]: Well, and then you get to walk into the room all hot and confident and like certain because  
it's already been like vetted enough for you to be there as what I'm also hearing.

316

00:29:56,083 --> 00:30:03,803

[brian]: Like I'm imagining that, you know, this is like a great, this is like the way you want  
to be able to magically show up, not magically, but like for you, like the magic that gets

317

00:30:03,803 --> 00:30:08,123

[brian]: to happen when you know you're wanted or you know that room is excited to meet you.

318

00:30:05,100 --> 00:30:19,760

[adrienne\_rose\_white]: you Exactly, because that's why I'm a big believer in finding aligned partners.  
Because you want to find the people that you get to both be excited about this project.



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

319  
00:30:19,760 --> 00:30:28,260  
[adrienne\_rose\_white]: Exactly. And so the more clearly you can communicate it so someone can say right away, oh yeah, that's from here. Oh, that sounds cool, but that's not for me.

320  
00:30:28,260 --> 00:30:37,080  
[adrienne\_rose\_white]: When you know that, then you're not coming into this cold room with unclear premises, like you're just everyone's on the same page from jump.

321  
00:30:37,223 --> 00:30:38,223  
[brian]: Yeah

322  
00:30:38,600 --> 00:30:43,760  
[adrienne\_rose\_white]: the road for everybody. So you might pitch to, so you're probably

323  
00:30:40,523 --> 00:30:41,523  
[brian]: Yeah.

324  
00:30:43,760 --> 00:30:51,620  
[adrienne\_rose\_white]: producing a pitching to like, yeah, maybe a head of development, maybe some executive of some kind, it's usually, usually the first

325  
00:30:51,620 --> 00:31:01,000  
[adrienne\_rose\_white]: pitch is like maybe one person, maybe two people. By the time, so, so that's what the production company, then you go to the

326  
00:31:01,760 --> 00:31:12,760  
[adrienne\_rose\_white]: studio. So that's a little bit different. I would say you're is now with you in the room. They're probably not saying a whole lot, but they're there.

327

**Ep. 111 - Brian Breaks Character with Writer, Actor & Producer  
Adrienne Rose White - Transcript**

00:31:12,760 --> 00:31:21,000

[adrienne\_rose\_white]: But now you're pitching to maybe three or four people who are executives at the studio. Okay, so it's like a big, it's a fuller room at this point.

328

00:31:21,960 --> 00:31:25,140

[adrienne\_rose\_white]: Now, once you get the studio on board,

329

00:31:23,823 --> 00:31:28,783

[brian]: Wait, what are you wearing? Like, what's the vibe of the clothes? Are we giving business casual? Like, is this a conference room?

330

00:31:28,783 --> 00:31:30,783

[brian]: Like, I want to get, I want to really set the scene.

331

00:31:31,100 --> 00:31:42,780

[adrienne\_rose\_white]: Okay, so I pitch as an actor also. So I generally write a role for myself in what I'm pitching.

So when I show up, I'm not in costume to be clear. Don't show up in a doctor's outfit if you're

332

00:31:42,780 --> 00:31:44,300

[adrienne\_rose\_white]: pitching a doctor's show.

333

00:31:43,923 --> 00:31:48,383

[brian]: This audience is way too advanced to ever do that, but I'm glad you put the warning in there. Ha ha ha.

334

00:31:47,900 --> 00:31:52,700

[adrienne\_rose\_white]: Like in case it's someone's first time listening to this podcast, don't do that.

335

00:31:52,223 --> 00:31:53,023

[brian]: Yes.



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

336  
00:31:52,700 --> 00:32:04,260  
[adrienne\_rose\_white]: But I do tend to dress in a way that evokes the character that I've written in there for myself because the idea is also to be, I want them to watch that pitch and be like, I can't

337  
00:32:04,260 --> 00:32:14,140  
[adrienne\_rose\_white]: imagine anyone else being that character. Like it has to be her. So I try to dress in a way that evokes that without being, you know, like the intersection

338  
00:32:14,140 --> 00:32:17,220  
[adrienne\_rose\_white]: of me and that character. Yeah.

339  
00:32:16,623 --> 00:32:18,543  
[brian]: What are the people on the other side of the table wearing?

340  
00:32:17,900 --> 00:32:18,100  
[adrienne\_rose\_white]: you

341  
00:32:18,543 --> 00:32:19,903  
[brian]: Are they wearing business clothes?

342  
00:32:20,700 --> 00:32:23,500  
[adrienne\_rose\_white]: Yeah, but they're wearing LA business clothes.

343  
00:32:23,323 --> 00:32:27,043  
[brian]: Right, exactly. Okay. Yeah, they totally get it. Yeah

344  
00:32:23,500 --> 00:32:29,420  
[adrienne\_rose\_white]: You know, they're wearing, yeah. So you don't need to show up in like a suit and that,



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

345

00:32:29,323 --> 00:32:29,823

[brian]: Yeah.

346

00:32:29,420 --> 00:32:35,540

[adrienne\_rose\_white]: I mean, unless that's, if that's who you are, then absolutely do that because you do need to show up as you are, but I would say much,

347

00:32:35,540 --> 00:32:40,980

[adrienne\_rose\_white]: and I think this is similar to like when you're going to meet an agent in person, who you're thinking about being your agent.

348

00:32:40,980 --> 00:32:49,140

[adrienne\_rose\_white]: You don't need to, don't dress in like the perfect way that dress as you dress so that they can get to know you and see if this is really a fit.

349

00:32:49,623 --> 00:32:51,023

[brian]: Correct correct, yeah

350

00:32:50,700 --> 00:32:59,460

[adrienne\_rose\_white]: because that's what's compelling is your authentic self, your authentic story, so be that. And so then by the time you get to the network,

351

00:32:59,460 --> 00:33:07,380

[adrienne\_rose\_white]: so now you got whoever was your executive from the studio and maybe one other executive. And now all those producers from the production company

352

00:33:07,380 --> 00:33:16,500

[adrienne\_rose\_white]: are all there now too. And now at the network, you're probably talking to like, somewhere between four and six people.

353



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

00:33:16,423 --> 00:33:17,223

[brian]: Okay.

354

00:33:16,500 --> 00:33:24,300

[adrienne\_rose\_white]: Like it could be one, but it's probably more.  
probably like 15 people in the room.

355

00:33:22,923 --> 00:33:26,123

[brian]: and they're all in the room and you're the main talker.

356

00:33:26,600 --> 00:33:37,880

[adrienne\_rose\_white]: And you're the main talker. Yeah. Yeah. And if you're pitching with, you know, generally, because again, this is so much about relationships. So probably the studio already has a relationship

357

00:33:37,880 --> 00:33:47,400

[adrienne\_rose\_white]: with this network. So very likely the studio person is going to introduce, and then they'll introduce your producing partner. And then the producing partner will introduce you to be like,

358

00:33:47,400 --> 00:33:52,680

[adrienne\_rose\_white]: we met this way, and you know, she knocked me up, knocked my socks off, blah, blah, blah. And then

359

00:33:56,600 --> 00:34:04,200

[adrienne\_rose\_white]: relationships. You kind of go through the chain and then you get introduced and then you do your little pitch.

360

00:34:02,923 --> 00:34:13,723

[brian]: Yeah, is your thing. And how produced is the pitch? Is it really you sharing and talking, or is it actually like,  
and now let me show you all of my pitch decks. And here's my script, like what is the vibe at that stage?

361



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

00:34:14,000 --> 00:34:40,000

[adrienne\_rose\_white]: I think by the time you're at network, there's a pitch that you have a visual deck. You're very clear. It's tight. You're by that time you need to be very clear on what you're doing and you're selling them on a show. You're really selling them on a show at this point. Now that said, there's a conversational part afterward. So you want it to feel conversational, but it should be rehearsed. You should be clear on what you're saying. If it's funny, the pitch should be funny. If it's dramatic, the pitch should be dramatic.

362

00:34:44,000 --> 00:34:50,800

[adrienne\_rose\_white]: well that the tone of the project is very clear to everyone who's in the room because that's a big part of what's going to get them on board.

363

00:34:51,923 --> 00:35:01,923

[brian]: Wow, that is so cool. That is so cool. And so, in the way you described it, it's not always a 123, right? You could start with the network or you could start with the product.

364

00:35:01,923 --> 00:35:08,923

[brian]: You could start the production, you could start with the studio depending on where your relationship or who you met is, because you said it's about organic. Is that true?

365

00:35:08,100 --> 00:35:21,620

[adrienne\_rose\_white]: Exactly. And so it's true. It's, and here's the thing that I just, I want everyone to hear from the bottom of my heart to the bottom of theirs. This career is not linear. Like

366

00:35:21,620 --> 00:35:31,660

[adrienne\_rose\_white]: I think people get in this idea of there's a certain path to follow. I need to be a staff writer first. Oh, I have to start with the production company. If I had believed any

367

00:35:31,660 --> 00:35:42,980



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

[adrienne\_rose\_white]: of that, I don't, I would never have sold my first show because the way I did it was about it, but it was the way that was authentic to me. So it's very much about what is authentic to you,

368

00:35:42,980 --> 00:35:52,520

[adrienne\_rose\_white]: who is in your circle already, how do you approach things, and you can find your own path from there instead of feeling like you have to follow these set steps.

369

00:35:53,423 --> 00:35:54,823

[brian]: I love that and love that.

370

00:35:53,580 --> 00:36:05,340

[adrienne\_rose\_white]: So yeah, if someone has a relationship with a network, oh my God, golden goose, yes, go to the network first, what they might say, because they have relationships

371

00:36:05,340 --> 00:36:12,020

[adrienne\_rose\_white]: with the production companies, you can go to the network  
You know what? I think you should go to this production company. They'd be perfect for it.

372

00:36:12,020 --> 00:36:20,020

[adrienne\_rose\_white]: Maybe the network will come on board and then it's super easy to find another partner. Maybe they'll say, go to them first and then come back to us. We want you to develop it with them

373

00:36:20,020 --> 00:36:29,780

[adrienne\_rose\_white]: and then come back. But so there are so many ways that it can happen. And I'm a big believer in  
the people who are rooting for you the most or the people who already know you. So if you already

374

00:36:29,780 --> 00:36:33,380

[adrienne\_rose\_white]: have a relationship somewhere, that is absolutely where you should start because they're going to

375

**Ep. 111 - Brian Breaks Character with Writer, Actor & Producer  
Adrienne Rose White - Transcript**

00:36:33,423 --> 00:36:45,623

[brian]: That's right. Yeah, that's interesting. I do because I think that we, the way we perceive this is a lot of gatekeeping.

And what I'm hearing you say is they might say, we like you and you're not right for us yet. You should go here because they're going to help you do this further.

376

00:36:39,400 --> 00:36:40,200

[adrienne\_rose\_white]: Okay.

377

00:36:45,623 --> 00:36:51,103

[brian]: Like that, because what we might see as a creator is, well, I don't have anything to offer. I just got this pilot who cares.

378

00:36:50,100 --> 00:36:51,100

[adrienne\_rose\_white]: Mm.

379

00:36:51,103 --> 00:36:58,663

[brian]: I just wrote this thing. Who cares? They have all the money. They have everything. What am I offering here?

So why would they even bother to say anything to me? Why are they, right?

380

00:36:58,663 --> 00:37:08,483

[brian]: And so it comes all the way back to what you said earlier is they want to move on a moving train.

Well, you got to have your idea together enough. Like you said, that core idea that you talked about for the production companies, enough

381

00:37:08,483 --> 00:37:16,603

[brian]: for someone to say, Oh, I can understand it. I can understand what your vision is.

And I can now can have opinion about it, but you've got to take, do that work.

382

00:37:16,603 --> 00:37:21,743

[brian]: And I'm imagining Adrienne, you tell me if this is correct.

When someone's going to production company, they have a core idea.



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

383  
00:37:21,743 --> 00:37:26,283  
[brian]: Are you suggesting maybe like you like flesh it out as far as you can, like write a script

384  
00:37:22,900 --> 00:37:23,900  
[adrienne\_rose\_white]: Thank you. Thank you.

385  
00:37:26,283 --> 00:37:29,923  
[brian]: and then throw it away when you go to the meeting or how far prepared do you think they

386  
00:37:29,100 --> 00:37:41,700  
[adrienne\_rose\_white]: Yeah, yeah. And so I will say, I'll say two things. So first of all, I know shows that

387  
00:37:33,423 --> 00:37:36,183  
[brian]: with the POV on their own project. Does that make sense?

388  
00:37:41,700 --> 00:37:52,460  
[adrienne\_rose\_white]: were sold based on a sentence written on a napkin. But that is generally from people who already have, you know, they have a track record. So they say, Oh, I know you can write

389  
00:37:52,460 --> 00:37:58,300  
[adrienne\_rose\_white]: a show. This core, you who I've seen do other things who now has this core idea, I'm on

390  
00:37:58,923 --> 00:37:59,823  
[brian]: Yes

391  
00:37:59,100 --> 00:38:10,740  
[adrienne\_rose\_white]: done, it's happening. Now, if you don't have anything to back it up yet, you do, you do need a lit, you do, I always say this, you don't need to have a script for the concept



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392

00:38:10,740 --> 00:38:19,860

[adrienne\_rose\_white]: that you're selling, but you do, you do need a script in general to prove that you can execute if you're pitching yourself as a writer, for example, because then your job is to write

393

00:38:19,860 --> 00:38:25,100

[adrienne\_rose\_white]: a script, they're gonna be like, okay, show me script you wrote. Wait, can you say your

394

00:38:26,823 --> 00:38:34,783

[brian]: Yes. No, I'm just, so what I'm saying is, you know, like we talked about how the production company is probably the most collaborative moment, right? Where you need to be really like, let's get to my core idea.

395

00:38:32,600 --> 00:38:33,400

[adrienne\_rose\_white]: Thank you.

396

00:38:34,783 --> 00:38:41,863

[brian]: And I'm just saying, I can see a lot of creators who like, well, I need to be prepared. How do I prepare? And like yourself, you said, like, I had taken all my school supplies there and I probably

397

00:38:41,863 --> 00:38:54,103

[brian]: didn't need to, I was really prepared. I got my 20 pages that how do you coach people on that first, like be clear on your core idea? What would be the practical parts? Is it like right out your whole first season, right at that first episode?

398

00:38:55,000 --> 00:38:55,700

[adrienne\_rose\_white]: Mm-hmm.

399

00:38:56,823 --> 00:39:03,583

[brian]: go in that meeting feeling free. How much do you, because I don't think that everyone's going to be able to do the Steven Levitan right on a napkin kind of thing because they

400



## Ep. 111 - Brian Breaks Character with Writer, Actor & Producer Adrienne Rose White - Transcript

00:39:02,800 --> 00:39:07,080

[adrienne\_rose\_white]: Right, exactly.

401

00:39:03,583 --> 00:39:05,303

[brian]: don't have a track record yet. Right? Yes.

402

00:39:07,080 --> 00:39:17,680

[adrienne\_rose\_white]: So I would say going into a production company, two things I think are really great are one

is a one sheet. So a one sheet is just a one page document that really gets that has, you know, a log

403

00:39:17,680 --> 00:39:30,000

[adrienne\_rose\_white]: line, the premise main character where you see the show going like just really clear like something gripping but really specific. And usually that's helpful for even getting that first meeting with a production company

404

00:39:32,800 --> 00:39:41,980

[adrienne\_rose\_white]: And so then let's say you make that one sheet.

And you know, I could give you a formula for a one sheet, but I always come back to how this career is not linear

405

00:39:41,980 --> 00:39:50,300

[adrienne\_rose\_white]: and like make something different and you know, who knows.

Lena Dunham, I don't know if people have seen the one sheet for girls, but it's interesting

406

00:39:50,300 --> 00:39:58,700

[adrienne\_rose\_white]: because she doesn't list a single name on there,

but it's very much about this tone and this vibe and what she's seen missing from the marketplace

407

00:39:58,700 --> 00:40:08,120

[adrienne\_rose\_white]: and what people are craving. And that's another big thing like executives

**Ep. 111 - Brian Breaks Character with Writer, Actor & Producer  
Adrienne Rose White - Transcript**

or like, how do I know there's an audience for this? So if you can concisely communicate what the idea is

408

00:40:08,120 --> 00:40:13,800

[adrienne\_rose\_white]: and who the audience is for it, that helps get the meeting.  
I mean, that's what executives are really looking for.

409

00:40:13,723 --> 00:40:14,623

[brian]: Yeah.

410

00:40:13,800 --> 00:40:19,800

[adrienne\_rose\_white]: And that's if you're meeting with a lower level executive,  
that's what they're gonna use to pitch to the boss. So if you're clear on that, you got this.

411

00:40:19,123 --> 00:40:24,003

[brian]: Got it. I love that. Do that homework. Take that and run to the bank with it. Yeah, that's great homework.  
Yeah.

412

00:40:19,800 --> 00:40:21,480

[adrienne\_rose\_white]: That's the most essential things.

413

00:40:24,880 --> 00:40:35,660

[adrienne\_rose\_white]: And then for a pit, so let's say you got the meeting,  
you're in the pitch meeting, what do you need? I usually start with like an introduction,

414

00:40:35,660 --> 00:40:44,980

[adrienne\_rose\_white]: like kind of how I decided to tell the story,  
like what authentic inspiration from my life drew me to telling the story into,

415

00:40:46,040 --> 00:40:55,040

[adrienne\_rose\_white]: let's see, I'll talk a little bit about

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the maybe max five care, let, people hear this, hear me, less is more.

416

00:40:55,040 --> 00:41:10,840

[adrienne\_rose\_white]: It is hard to follow a story. If you got 12 people in the story, ain't nobody following it. The, you know, maybe the five main characters, kind of what their relationship dynamic is

417

00:41:10,840 --> 00:41:24,280

[adrienne\_rose\_white]: into maybe the plot of the pilot episode. Again, in a couple of paragraphs, like, succinct, clear. And then kind of like a, and you say this at the beginning, but coming back to the why

418

00:41:24,280 --> 00:41:36,880

[adrienne\_rose\_white]: us, why now, and who's the, like, why does the world need the show? Who's the audience for that show? long term in the future, like we call that story areas. So what are the, so what, now

419

00:41:36,880 --> 00:41:44,600

[adrienne\_rose\_white]: that we've in this pilot set up this engine of what the problem is or what we're dealing with, where, where, where they're kind of the, the highlights of where we're going to

420

00:41:44,600 --> 00:41:46,600

[adrienne\_rose\_white]: go from there.

421

00:41:46,123 --> 00:41:46,963

[brian]: I love that.

422

00:41:46,600 --> 00:41:51,440

[adrienne\_rose\_white]: And then I like, yeah, yeah. So I think if you hit those points in your initial, in your

423

00:41:48,723 --> 00:41:49,223

[brian]: Yeah.

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424  
00:41:51,440 --> 00:41:56,280  
[adrienne\_rose\_white]: initial production company pitch, you really have what you need for them to know if it's something they want to get on board with.

425  
00:41:56,723 --> 00:42:03,803  
[brian]: Yeah. Cause when I'm relating to this, like I'm thinking about like, if you go to a restaurant and there's a big thing of guacamole, we'll have to like agree. Like we can, this is

426  
00:42:03,803 --> 00:42:07,243  
[brian]: guacamole seed that it is green. We have to have enough acknowledgement. Like if you

427  
00:42:06,000 --> 00:42:06,500  
[adrienne\_rose\_white]: Thank you.

428  
00:42:07,243 --> 00:42:13,083  
[brian]: brought some dish and it was this brown thing or like, I don't know what this is. They need to at least know what it is enough to be a start to the conversation around. That may

429  
00:42:13,083 --> 00:42:16,283  
[brian]: not be the best analogy, but what I'm taking from it is they need, there needs to be enough

430  
00:42:13,400 --> 00:42:13,900  
[adrienne\_rose\_white]: Yeah.

431  
00:42:16,283 --> 00:42:20,283  
[brian]: there. There's been enough there there for you to have a conversation enough for them

432  
00:42:20,100 --> 00:42:20,600  
[adrienne\_rose\_white]: Okay.



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433

00:42:20,283 --> 00:42:24,283

[brian]: to jump into what it is. Right. So I have this idea, crazy idea for a TV show. Like

434

00:42:22,400 --> 00:42:23,200

[adrienne\_rose\_white]: Exactly.

435

00:42:26,723 --> 00:42:30,003

[brian]: probably not the same as what you're showing up to these meetings with, right?

436

00:42:30,000 --> 00:42:36,000

[adrienne\_rose\_white]: Exactly. I will say if you want to do all the homework, that's great.

437

00:42:30,003 --> 00:42:30,503

[brian]: Yeah.

438

00:42:36,000 --> 00:42:45,760

[adrienne\_rose\_white]: Especially for your first one, you want to be excited and maybe a little nervous. I think nervous is just excitement. It's just the same feeling of how we contextualize it.

439

00:42:45,323 --> 00:42:46,323

[brian]: Right.

440

00:42:45,760 --> 00:42:56,240

[adrienne\_rose\_white]: But so if you want to be able to talk in a way that's again engaging. So that means do all the homework at a time and then walk in with these succinct pieces,

441

00:42:56,240 --> 00:42:58,960

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[adrienne\_rose\_white]: but you know the back all the other things.

442

00:42:58,223 --> 00:42:59,223

[brian]: Yeah.

443

00:43:00,000 --> 00:43:06,360

[adrienne\_rose\_white]: this question, you have an immediate like,  
oh, I thought about that and I was thinking this and they'll throw something to you.

444

00:43:06,360 --> 00:43:14,160

[adrienne\_rose\_white]: And if you can take something that they throw to you  
and build on it in the pitch meeting, I promise you, if you don't sell that show,

445

00:43:14,160 --> 00:43:15,880

[adrienne\_rose\_white]: you at least don't get more pitch meetings

446

00:43:15,723 --> 00:43:16,523

[brian]: Ehehe

447

00:43:15,880 --> 00:43:25,020

[adrienne\_rose\_white]: because that's what, it's about feeling seen and heard  
and it being a dialogue. So if you can dialogue it as opposed to,

448

00:43:22,423 --> 00:43:23,423

[brian]: Yeah.

449

00:43:25,020 --> 00:43:38,120

[adrienne\_rose\_white]: and I just wanna add one other thing, a master class on writing and creating and selling  
a show.

And she talks about pitching. And she mentioned the first show that she sold,

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Adrienne Rose White - Transcript**

- 450  
00:43:38,120 --> 00:43:45,320  
[adrienne\_rose\_white]: Graze, I don't know if she's first show, but she talked about, she mentioned she was so nervous. She had, she didn't look up from her script.
- 451  
00:43:45,320 --> 00:43:53,200  
[adrienne\_rose\_white]: Once she couldn't look at anyone, she just read the thing all the way through. Hey y'all, she still sold the show. So I'm telling you the things that I found
- 452  
00:43:53,200 --> 00:43:57,200  
[adrienne\_rose\_white]: that have helped me sell the show, but never let that be the thing where you're like,
- 453  
00:43:54,923 --> 00:43:55,923  
[brian]: Yeah.
- 454  
00:43:57,200 --> 00:44:07,120  
[adrienne\_rose\_white]: oh, well, I'm not an actor. talking with people. Okay, do you, but I'm only adding what I have found very helpful for me and
- 455  
00:44:02,523 --> 00:44:03,523  
[brian]: Yeah.
- 456  
00:44:07,120 --> 00:44:12,800  
[adrienne\_rose\_white]: what has opened a lot of doors for me. But as always, there are many, many paths and many ways,
- 457  
00:44:09,323 --> 00:44:10,223  
[brian]: Right.
- 458  
00:44:12,800 --> 00:44:15,120  
[adrienne\_rose\_white]: and this is just one more tool to put in your arsenal.

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Adrienne Rose White - Transcript**

459

00:44:15,923 --> 00:44:28,003

[brian]: Totally. I love that. If you were going to say like, this is the, this is so helpful and Adrienne and you all know that Adrienne, like this is what Adrienne does.

She helps people do this through her courses and through the work that she does. So we're just like, you know, touching the iceberg here right now.

460

00:44:28,003 --> 00:44:37,083

[brian]: But I want to see what is the device that you find yourself repeating over and over to people when they're in class with you or when you're working with?

There's something you find yourself saying again and again.

461

00:44:38,300 --> 00:44:54,600

[adrienne\_rose\_white]: What do I find myself saying again and again?

I would say reciprocity makes relationships sustainable. So I think a lot of people have a lot of fear

462

00:44:54,600 --> 00:45:02,740

[adrienne\_rose\_white]: about reaching out because they don't wanna ask

for something, they don't wanna be the needy person, they don't wanna overstep in a relationship.

463

00:45:04,600 --> 00:45:10,560

[adrienne\_rose\_white]: And I think the biggest thing I always point out is that it's a relationship, so there's energy back and forth.

464

00:45:10,560 --> 00:45:19,160

[adrienne\_rose\_white]: So yes, if you're always coming like, can I have something, can I have something? I don't want that. But if you go in like, hey, I'm interested in what you're doing.

465

00:45:19,160 --> 00:45:25,440

[adrienne\_rose\_white]: Tell me about what you're, how can I help you?

Oh, I'm working on this. I'm really excited about it. Like it allows for organic clothes.



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466

00:45:25,440 --> 00:45:33,020

[adrienne\_rose\_white]: So starting to treat your project, instead of like a favor you're asking someone for and like really nervous about.

467

00:45:30,723 --> 00:45:31,723

[brian]: Hmm.

468

00:45:33,020 --> 00:45:41,400

[adrienne\_rose\_white]: If it's, hey, what are you, I saw you worked on this and that's really cool. Can you tell me more about that? Genuinely, not just to get to your thing,

469

00:45:40,523 --> 00:45:44,743

[brian]: Yeah, the fake the fake authenticity is a real problem, but I what you're saying

470

00:45:44,500 --> 00:45:45,000

[adrienne\_rose\_white]: Thank you.

471

00:45:44,743 --> 00:45:54,763

[brian]: Yeah, so what this part what this brings up for me and this can kind of be where we round this out today Adrienne is like when we want to create relationships It can't be just transactional

472

00:45:54,763 --> 00:46:03,043

[brian]: It has to be this production me works on shows that feel like the kind of shows that I mine might work with I

Could be totally wrong with where they're going next, but that's where they've been

473

00:46:03,043 --> 00:46:09,563

[brian]: I would love to have a conversation with this person about how they develop that show I'd love to know how that got made because knowing how the sausage was made for that show

474



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00:46:10,523 --> 00:46:16,363

[brian]: show Mo Beta, and it's not about me selling my show.  
It's about like them sharing their story and how open are they to doing that.

475

00:46:15,100 --> 00:46:16,100

[adrienne\_rose\_white]: Thank you.

476

00:46:16,703 --> 00:46:19,323

[brian]: And so I'm imagining inside of your course and the way that you work with people,

477

00:46:18,500 --> 00:46:20,560

[adrienne\_rose\_white]: you

478

00:46:19,323 --> 00:46:25,163

[brian]: you're helping them like open those doors and go through all the gatekeeping and everything, but I just really want to underline, you know, what's the big

479

00:46:22,800 --> 00:46:29,800

[adrienne\_rose\_white]: Thank you.

480

00:46:25,163 --> 00:46:32,523

[brian]: surprise here? Brian breaks character. We're talking once again about relationships and humanity being the, the fuel that makes it all happen. It's, it's not a surprise to me.

481

00:46:32,600 --> 00:46:34,600

[adrienne\_rose\_white]: Thank you.

482

00:46:33,083 --> 00:46:37,643

[brian]: Um, which is why you're the perfect guest for today, Adrienne.  
I'm so delighted that you're here.



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483  
00:46:36,200 --> 00:46:48,200  
[adrienne\_rose\_white]: And Brian, just before we round out, I have to say, I can trace, like, you were one of the guiding lights that helped me get where I am. I can't say this strongly enough.

484  
00:46:48,200 --> 00:47:03,000  
[adrienne\_rose\_white]: I remember when you first taught me that, you know, if you want to get something done,  
put it in your calendar. If you want to, I remember you were talking about setting timers, like, oh, if you were

485  
00:47:02,523 --> 00:47:03,023  
[brian]: Yeah.

486  
00:47:06,200 --> 00:47:09,320  
[adrienne\_rose\_white]: in 30, here in 30 minutes, you can get that room clean in 30 minutes.

487  
00:47:09,823 --> 00:47:11,823  
[brian]: If you give her 30 hours, I'll never get a...

488  
00:47:12,700 --> 00:47:21,260  
[adrienne\_rose\_white]: Yeah, exactly. And so that became one of the,  
one of the, really one of the core principles I've had is like set a timer if this is important,

489  
00:47:21,260 --> 00:47:30,260  
[adrienne\_rose\_white]: set, put time aside and work on it. And, you know, I do these,  
I have this digital community called In the Flow and we have writing sprints.

490  
00:47:30,260 --> 00:47:36,140  
[adrienne\_rose\_white]: And I'm a big believer in writing sprints  
because the only thing you have to do during that time, you can't stop writing.

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491

00:47:36,140 --> 00:47:42,620

[adrienne\_rose\_white]: You can write, I hate this, I don't know what to write next over and I don't recommend that, but you could do that. But the one rule is that during that time,

492

00:47:42,700 --> 00:47:56,380

[adrienne\_rose\_white]: have to keep writing. And I can again trace that back to you of like setting aside that time, getting out of your own way, having community around that. So I have been just the biggest

493

00:47:56,380 --> 00:48:06,300

[adrienne\_rose\_white]: devotee over the years. And I wouldn't have finished that film if it hadn't been for you. I don't think I would have met Ally. I don't think quirky female protagonists would have

494

00:48:06,300 --> 00:48:17,260

[adrienne\_rose\_white]: happened if I hadn't met you. So I can really trace back a lot of my trajectory to you laying a foundation of how to show up for myself and manage my time and build community.

495

00:48:17,260 --> 00:48:19,660

[adrienne\_rose\_white]: So I just want to thank you so much.

496

00:48:19,923 --> 00:48:28,403

[brian]: Adrienne, I was not expecting this. If you're looking at this on YouTube, you all can see me blushing. Thank you. So Adrienne, I just, you know, I've been watching you just a little

497

00:48:28,403 --> 00:48:29,643

[brian]: shout out, one more shout out to Adrienne.

498

00:48:29,900 --> 00:48:30,400

[adrienne\_rose\_white]: Thank you.



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499

00:48:30,443 --> 00:48:37,723

[brian]: That is, you know, I've been watching your star just ascend since I've met you. And I know that stars don't ascend just because the earth's turning, but it's

500

00:48:37,723 --> 00:48:43,883

[brian]: because you're also putting in work to match what the earth is doing, what the universe is doing. And so it has been such a joy to hear that back.

501

00:48:43,883 --> 00:48:48,283

[brian]: Just means it really means the world to me to know that I had some little voice in there somewhere. So thank you.

502

00:48:48,200 --> 00:48:48,900

[adrienne\_rose\_white]: you

503

00:48:49,923 --> 00:48:51,723

[brian]: probably jumping out of their skin to know how they can work with you,

504

00:48:51,600 --> 00:48:52,300

[adrienne\_rose\_white]: Thank you.

505

00:48:51,723 --> 00:48:56,603

[brian]: how they can learn more about it, how they can get in the flow. Can you, I will share all of that into the show notes here.

506

00:48:55,800 --> 00:48:56,600

[adrienne\_rose\_white]: you

507

00:48:56,603 --> 00:49:01,523

[brian]: So if you want to just click on your phone to make this easy, but



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Adrienne, can you say it out loud for those of us who are driving or jogging while

508

00:49:01,523 --> 00:49:01,963

[brian]: we're listening?

509

00:49:02,600 --> 00:49:20,600

[adrienne\_rose\_white]: Yeah, absolutely. So for people who want to get to know me better, want to have some community, I have a free, in the flow is free. We do weekly writing sprints. So we have a set co-working time to get online and work on our, on getting a show sold. I say get in the flow, sell a show.

510

00:49:32,600 --> 00:49:38,940

[adrienne\_rose\_white]: working on this week and what happened last week.

So you're getting the inside scoop of what's happening with someone actually working in the industry right now

511

00:49:38,940 --> 00:49:46,260

[adrienne\_rose\_white]: and what I'm seeing. And then we'll have that work time and then we have time to reflect on it. Oh, right. And then so one week on creative

512

00:49:46,260 --> 00:49:53,940

[adrienne\_rose\_white]: and then the next week we'll work on the business side.

So whether that's finding the aligned partners or whatever the next step is for the business side,

513

00:49:53,940 --> 00:49:59,480

[adrienne\_rose\_white]: I'll share what I'm doing there. And then we'll have a set time.

I'll tell you what I'm working on. You can do the same thing I'm doing

514

00:49:59,480 --> 00:50:07,960

[adrienne\_rose\_white]: or if you have your own step for your project, that, but you'll have it in community and I'll tell you there is nothing like being around other

515

00:50:07,960 --> 00:50:16,600

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[adrienne\_rose\_white]: people who are working to make you just be focused for that set amount of time. So I just wanted,

I wanted some place that was free that anyone could come and get their shit done. Come get your

516

00:50:16,423 --> 00:50:26,023

[brian]: Yeah, wait, I can wait just so you all know get in on this before she starts charging because that is so valuable. I cannot. I'm like a dog in a gas.

517

00:50:16,600 --> 00:50:17,480

[adrienne\_rose\_white]: shit done. So

518

00:50:26,063 --> 00:50:34,943

[brian]: The Adrienne bringing all this expertise to this. So if you're listening and you're thinking about pitching a show, go, go, go. I can't. Where can they sign up?

519

00:50:35,600 --> 00:50:46,320

[adrienne\_rose\_white]: So they can sign up if you come to my Instagram at something truly brilliant all on word for

Instagram and then at Adrienne Rose White is my personally I'll come follow me there too if you

520

00:50:46,320 --> 00:50:56,320

[adrienne\_rose\_white]: want. But then the other the brief thing I'm really really that I just reached out Brian I'm so

excited about is the actual course how to actually sell a TV show organically. So that is relaunching

521

00:50:56,320 --> 00:51:13,480

[adrienne\_rose\_white]: May 1st. So if you are ready to actually have a container and instruction around getting your pitch

to aligned partners. I encourage you to come through. I've helped, I remember when I first mentee's,

522

00:51:13,480 --> 00:51:21,240

[adrienne\_rose\_white]: after eight weeks of working with her,



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we sold, she sold to Netflix and Paramount. So I'm very big on how do you go from the idea

523

00:51:21,240 --> 00:51:28,400

[adrienne\_rose\_white]: to get it sold. So if you're ready to take that next step, I highly encourage you to come to how to actually sell a TV show organically.

524

00:51:28,823 --> 00:51:48,423

[brian]: All right y'all go reach out to Adrienne get on her email list go to her free in the flow and so you know when this may class launches so you can be a part of it thank you so much Adrienne for today and so this these wonderful like.

I feel like i got a whole master class i'm like i want to write a show now i'm like i'm ready to pitch a show now let me go on so that's my idea like i'm fully inspired i'm fully inspired already.

525

00:51:43,600 --> 00:51:44,500

[adrienne\_rose\_white]: Ha ha!

526

00:51:49,100 --> 00:51:58,340

[adrienne\_rose\_white]: Brian, I would be thrilled to help you put your show together to pitch. That would be my greatest joy. So, so let's talk after this.

527

00:51:57,623 --> 00:51:59,623

[brian]: We'll keep talking. We'll talk.

529

00:51:59,623 --> 00:52:02,323

[brian]: Great. All right, y'all. We'll see you next time. Thank you so much.