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"I liked it, didn't love it." It's the most often heard line in Hollywood. And you'll hear it when studio honchos pass on your screenplays or projects. Join Edwards & Skerbelis as they pull the covers back for an up close look inside the Hollywood system. What happens to a screenplay when it's submitted to a studio? Who are the studio players? What's the difference between an agent and a manager? What exactly does a creative development exec do? How does the writer and producer work within the studio development process? Are you ready for Hollywood? Get the answers from industry Pros, Rona Edwards & Monika Skerbelis. Through personal experiences and examples they'll teach you what it takes to make it in Hollywood as a development executive, producer, writer or director. Chapters also include exercises that will help readers find new ideas and develop them into cinematic stories as well as offer tips in pitching your projects. Edwards worked as a production company development executive and has been a producer for fifteen years while Skerbelis has worked as a studio development executive. Between them, they've developed and sold countless screenplays. They teach feature film development classes at UCLA and Screenwriting Fundamentals at Chapman University's Dodge College of Film & Media Arts. Co-founders of ESE Film Workshops Online, they offer film classes worldwide. Both live in Los Angeles.