

WRITER'S BLOCK

Writers' Tournament Bonus Round  
Option 3: Commercial Ad

COLD OPEN

A shady-looking huckster (male, 60s) wearing a 70's style leisure suit, a bulky SILVER CROSS displayed conspicuously on a heavy chain around his neck (think the "My Pillow" guy), we'll call him MIKE, smiles creepily at the camera.

MIKE

(over the top presentation style)

Feeling sluggish lately? Backed up? Thing's just not moving as they should? Don't worry! You are not alone. We all experience the misery of occasional irregularity we call "Writer's Block".

He holds up a cheap plastic bottle of elixir.

MIKE (CONT'D)

But now there's something new, created just for you! It's INSPIRALAX!

Close on the label of the bottle "INSPIRALAX"

MIKE (O.S.) (CONT'D)

Guaranteed to soften hard ideas and get inspiration moving!

Back to Mike.

MIKE (CONT'D)

But wait! There's more! If you order within the next thirty minutes, we'll include a free sample of...

A beat as Mike displays a cheesy "wait for it" smile.

MIKE (CONT'D)

METAPHORCIL - Bulk up those weak sentences and get things flowing!

Close on the label "METAPHORCIL"

MIKE (CONT'D)

But why stop there? We'll also include, for a limited time, our newest product...

He holds up yet another bottle.

MIKE (CONT'D)  
PURGE-IT-ALL! Clear out that mental  
clutter and start fresh!

Mike gives a shady salesman style wink direct to the camera  
as he holds all three bottles and repositions the silver  
cross necklace to a more prominent "in your face" position.

ANNOUNCER (O.S.)  
(rapid disclaimer)  
Limited quantities available.  
Possible side effects may include,  
irritability, irrational thoughts,  
rage and rebound block, sometimes  
even more severe than before use.

MIKE (O.S.)  
Call now!

FADE OUT.