

# HORROR PROFITABILITY CHECKLIST



**How to Use This Guide:** use this checklist to frame your horror script for the current market. Whether you're pitching to a producer or submitting to a contest, these elements can help showcase how your project is commercially viable.

## *BUDGET AWARENESS*

- Is your script written to be produced on a low or micro-budget?
- Does it avoid expensive locations, large casts, or major CGI?

## *MARKETABLE CONCEPT*

- Does your logline present a unique hook or high-concept idea?
- Can the premise be explained clearly in 1-2 sentences?
- Is it relatable or rooted in a universal fear?

## *CONTAINED SCOPE*

- Can most of your film take place in one or two primary locations?
- Are there limited settings that reduce production costs?

## *SUBGENRE CLARITY*

- Is your subgenre trending or evergreen? (e.g., folk, psychological, creature, home invasion)
- Can you name 2-3 recent comps that succeeded in your subgenre?

## *STREAMING-FRIENDLY FORMAT*

- Is your story under 100 pages and easy to read?
- Does it open with a compelling hook and maintain tension?
- Would this fit on Netflix, Hulu, Shudder, or similar platforms?

## *AUDIENCE TARGETING*

- Do you know the core horror audience? (teen, adult, niche fanbase)
- Can you describe who this story scares - and who it speaks to?

## *FRANCHISE/SEQUEL POTENTIAL*

- Could the story continue in a sequel, spinoff, or anthology?
- Does the mythology allow for world expansion or multiple entries?