

"One wish. Two sisters.
A body swap that changes everything."

THAT'S ME

Created by
Didi Paulini





by
Viola



LOGLINE

On the night of a full moon, a magical family necklace accidentally makes two sisters switch bodies—Sam, a confident but overwhelmed 30-year-old, and Beckie, her shy, bullied 15-year-old sister. Now, they have to handle each other's daily lives, face their own fears, and figure things out... all while a lovable but clueless narrator, Didi, tries to make sense of the chaos.

- **Format:** TV series
- **Genre:** Teen Comedy-Drama with a Supernatural Twist
- **Target Audience:** Teens & Young Adults (14–25)
- **Episode Length:** ~22 minutes
- **Number of Episodes:** 8 per season



THEMES & TONES

Core themes: Bullying, Growing Up, Grief, Self-Discovery, Sisterhood

Tone: Heartfelt, comedic, magical realism, character-driven drama

“IT’S FREAKY FRIDAY MEETS HEARTSTOPPER, WITH A TOUCH OF JULIE AND THE PHANTOMS’ HEARTWARMING CHARM.”



PREMISE

Sam (30) and Beckie (15) are sisters separated not only by age but by life's experiences. Sam, confident on the surface, uses race car driving—a tribute to her late father—to hide her unresolved grief and relationship anxieties with her girlfriend Amanda. Beckie, isolated by bullying at school and retreating into video games, struggles with loneliness and the pain of losing a father she never really had. On their mom's birthday, during a heated family argument, their mother inadvertently makes a heartfelt wish with a magical necklace. Under the glow of the full moon, that wish is granted, and the sisters wake up in each other's bodies.






THE HEART OF THE STORY

Beckie, a 15-year-old introvert, is drowning in the pressure of high school. To her, this moment is everything—friendships, expectations, and the fear that if she messes up now, her future is doomed. She feels invisible and struggles to be herself.

Sam, at 30, is confident and outgoing, but she's running from adulthood. Love, commitment, and the fear of loss keep her from taking the next step in her relationship. After seeing her mother lose the love of her life, she's terrified of risking her heart.

When magic forces them to swap lives, they must confront their deepest fears:
Beckie learns that high school isn't the end of the world—it's just one chapter.
Sam realizes that love and commitment don't have to be scary if you're with the right person.





WHY THIS SHOW NEEDS TO BE TOLD?

This show isn't just about body-swapping—it's about stepping into someone else's world, feeling their struggles, and learning from them. Through Sam and Beckie's journey, we ask:

If you could live in your sister's shoes for a day, would you?

If you could see someone else's biggest problems up close, would it change how you see your own?

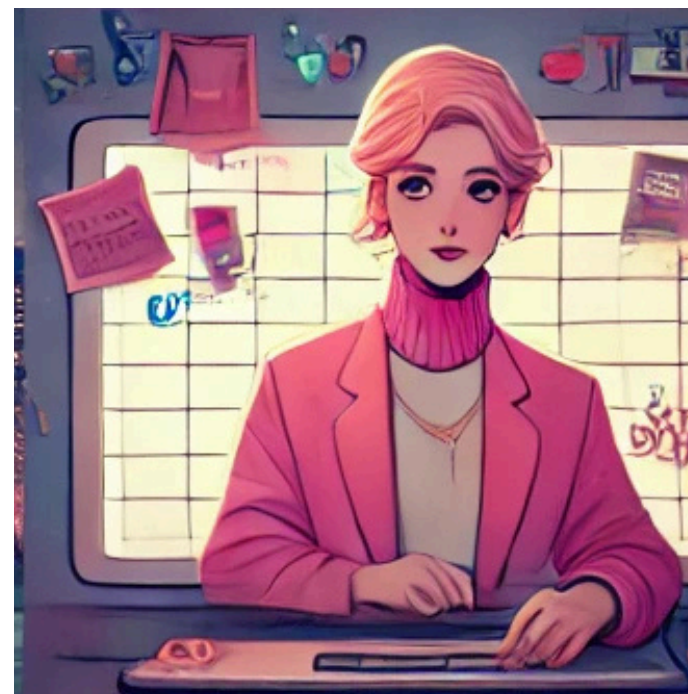


WHY MAGIC? WHY NOW?

Magic allows them to literally walk in each other's shoes, facing challenges they never thought they could handle. And as they grow stronger, they'll soon realize this was just the beginning—because in Season 2, they'll be thrown into an even bigger challenge: a hidden magical society that threatens their world.

This show blends **relatable emotions** with an **exciting, magical twist**, making us laugh, cry, and reflect on our own fears. It's about **family, growth, and the lessons we can only learn when we see life from a different perspective.**

MOODBOARD



MAIN CHARACTERS



BECKIE (15)

PERSONALITY: SHY, SMART, AND SENSITIVE.

ARC: BATTLING SCHOOL BULLYING, LONELINESS, AND A PAINFUL LONGING FOR VALIDATION. HER BODY SWAP FORCES HER TO EXPERIENCE LIFE WITH NEWFOUND CONFIDENCE, PUSHING HER TO GROW BEYOND HER ISOLATION.

CONFLICT: STRUGGLES WITH THE IDEA OF RETURNING TO HER OLD SELF AND THE SAFETY OF HER SECLUDED WORLD VS. EMBRACING CHANGE AND SELF-EXPRESSION.

MAIN CHARACTERS



SAM (30)

PERSONALITY: OUTGOING, SEEMINGLY SELF-ASSURED, AND DRIVEN—BUT INTERNALLY CONFLICTED.

ARC: USES RACE CAR DRIVING AS AN ESCAPE FROM UNRESOLVED GRIEF OVER HER FATHER'S DEATH AND INDECISION IN HER RELATIONSHIP WITH AMANDA.

CONFLICT: MUST LEARN THAT HER CONFIDENCE HIDES VULNERABILITY; SHE FACES THE CHALLENGE OF BEING TRUE TO HERSELF AS SHE NAVIGATES ADULT RESPONSIBILITIES, LOVE, AND CAREER.

MAIN CHARACTERS

ROLE: A LOVING MOTHER WITH A SECRET MAGICAL HERITAGE.

CONFLICT: TORN BETWEEN PROTECTING HER DAUGHTERS AND ALLOWING THEM TO GROW BY FACING THEIR CHALLENGES. SHE HOLDS THE KEY TO THE FAMILY'S MYSTICAL PAST, THOUGH SHE KEEPS IT HIDDEN UNTIL CIRCUMSTANCES FORCE HER TO REVEAL IT.



ANGELA
MOM

TYLER



ROLE: A SKILLED, ENIGMATIC SORCERER WITH HIS OWN MOTIVES WHO BECOMES THE SISTERS' GUIDE INTO THE MAGICAL REALM.

CONFLICT: BALANCES MENTORING THE SISTERS WITH KEEPING THE DELICATE BALANCE OF MAGIC FROM FALLING INTO THE WRONG HANDS, PARTICULARLY AS SECRET SOCIETIES BEGIN TO TAKE INTEREST.

MAIN CHARACTERS

ANNA
AUNT



ROLE: ECCENTRIC AND WISE, SHE IS DEEPLY KNOWLEDGEABLE ABOUT THE FAMILY'S MAGICAL LINEAGE.

CONFLICT: ACTS AS THE BRIDGE BETWEEN THE MUNDANE AND THE MYSTICAL WORLDS, OFFERING GUIDANCE AND OCCASIONAL TOUGH LOVE TO SPUR THE SISTERS INTO GROWTH.

CONFLICT: REPRESENTS THE RELATIONSHIP DILEMMAS SAM FACES, INCLUDING COMMITMENT, HONESTY, AND MOVING FORWARD FROM THE PAST.

ROLE: SAM'S GIRLFRIEND, WHOSE EVOLVING RELATIONSHIP WITH SAM ADDS ANOTHER LAYER OF COMPLEXITY.



AMANDA
SAM'S GIRLFRIEND

MAIN CHARACTERS

ROLE: A QUIRKY, EARNEST STORYTELLER WHO OFFERS COMMENTARY ON THE EVENTS.

CONFLICT: DESPITE HER WELL-MEANING ATTEMPTS, SHE OFTEN MISINTERPRETS EVENTS, ADDING HUMOR AND SOMETIMES MISGUIDED INSIGHTS—YET HER NARRATIVE JOURNEY PARALLELS THE SISTERS' TRANSFORMATIVE EXPERIENCES.


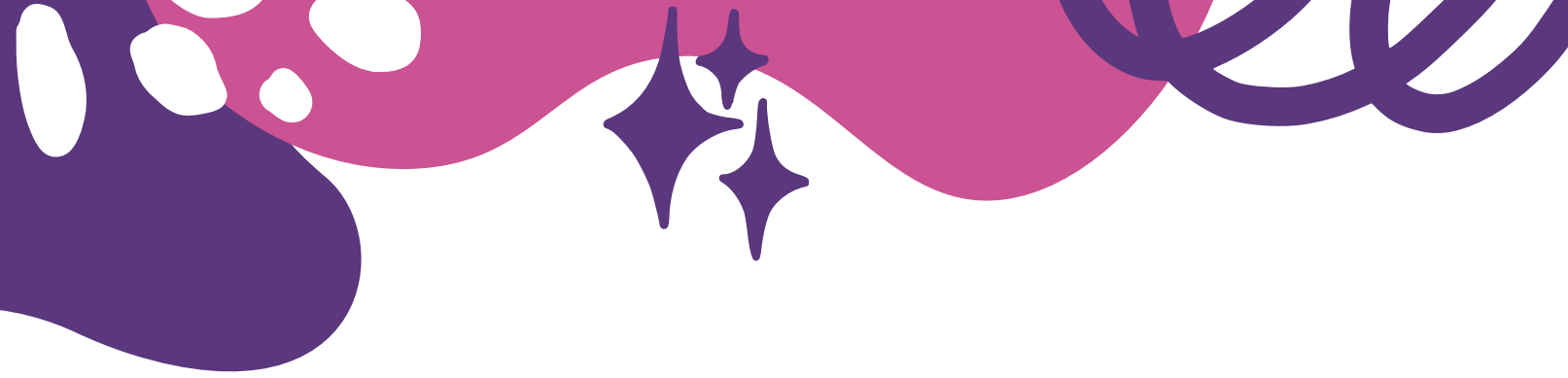


DIDI
NARRATOR

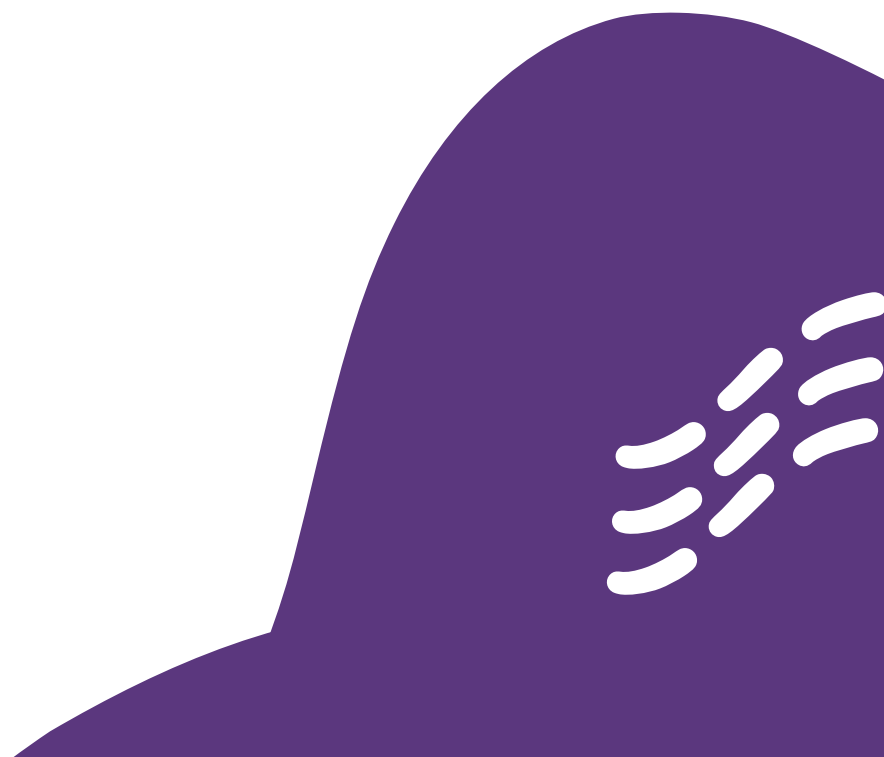



WORLD-BUILDING SETTING





A medium-sized modern city, not too big to be overwhelming but not small enough for everyone to know each other's business. The mom's house is a cozy, medium-sized with a nice backyard but a slightly messy family house. The school is a regular public high school, while Sam's workplace is a sleek corporate marketing office. Their aunt, who knows about the family's mystical secrets, lives in a warm, eccentric house filled with artifacts, old books, and trinkets from different cultures.



WORLD-BUILDING SETTING




EPISODE 1

THE WISH

SETUP

- Family tension at Angela's (mom) 50th birthday leads to a heated argument. Angela's inadvertent wish, combined with a magical necklace, triggers the body-swap under a full moon.

KEY MOMENTS

- Sam and Beckie wake up to the shocking reality of body swap; Didi's humorous yet confused introduction as narrator.
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EPISODE 2

LIVING IN YOUR SHOES

CONFLICT

- The sisters struggle with immediate challenges—Sam, now in Beckie's body, must navigate a hostile school environment; Beckie, in Sam's body, deals with a demanding marketing job and relationship expectations with Amanda.

DIDI'S ROLE

- Offers commentary on the absurdity of it all.
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EPISODE 3

SECRETS UNVEILED

CONFLICT

- Aunt Anna reveals snippets of the family's mystical heritage, while Angela grapples with the decision to come clean about her own past.

THEMES

- Introduction of grief and legacy, with flashbacks to the father's passion for racing and the roots of the magical legacy.
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EPISODE 4

DOUBLE LIVES

CONFLICT

TWIST

- Both sisters face external pressures—bullying for Beckie and professional and relationship dilemmas for Sam—forcing them to adapt rapidly.
 - Tyler appears with cryptic hints about the true purpose behind the body-swap.
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EPISODE 5

BREAKING POINT

CONFLICT

- The stress of living in the “other’s life” causes cracks in their identities. Beckie’s isolation deepens as school bullying intensifies, while Sam’s repressed grief and relationship doubts come to the surface.

DIDI’S HUMOR

- Provides bittersweet commentary, highlighting the absurdity and pain of growth.
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EPISODE 6

UNDER THE FULL MOON

CONFLICT

- As a second full moon approaches, the sisters and their allies gather clues to understand the magical forces at work. Angela finally reveals the full story behind the necklace and the family's powers.

CLIFFHANGER

- A secret society begins to close in, drawn by the awakening magic.



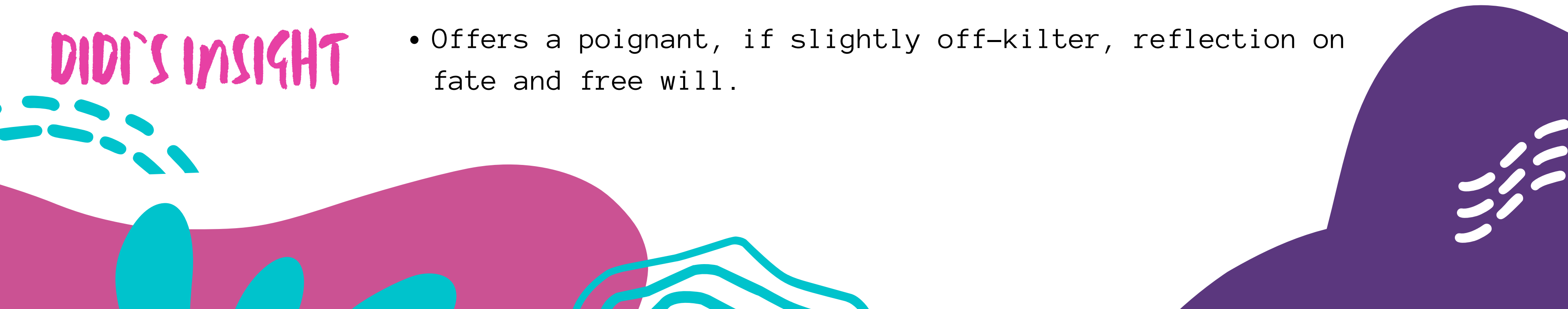
EPISODE 7

THE CROSSROADS

CONFLICT

- The sisters face a pivotal choice—attempt to reverse the swap or use their new perspectives to mend fractured parts of their lives. Personal revelations force them to confront buried emotions: Beckie battles her fear of vulnerability, and Sam faces the unresolved grief of her father's loss and relationship uncertainties with Amanda.

DIDI'S INSIGHT

- Offers a poignant, if slightly off-kilter, reflection on fate and free will.
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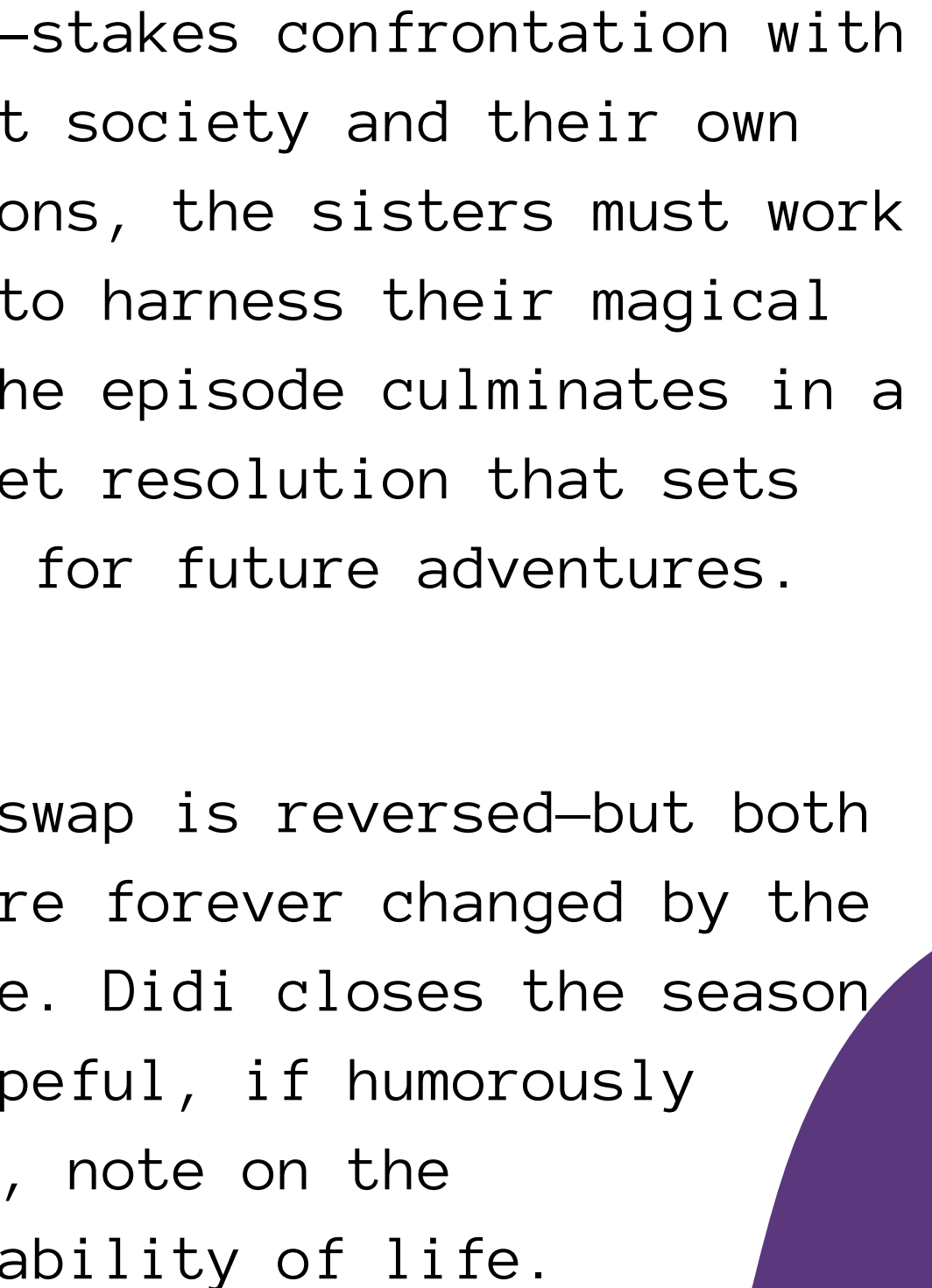
EPISODE 8

RECKONING

CLIMAX
RESOLUTION

AFTERMATH



- In a high-stakes confrontation with the secret society and their own inner demons, the sisters must work together to harness their magical legacy. The episode culminates in a bittersweet resolution that sets the stage for future adventures.
 - The body-swap is reversed—but both sisters are forever changed by the experience. Didi closes the season with a hopeful, if humorously uncertain, note on the unpredictability of life.
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TARGET - AUDIENCE

PRIMARY:

YOUNG ADULTS (14-25)
WHO ENJOY COMING-OF-
AGE STORIES,
CONTEMPORARY FANTASY,
AND CHARACTER-DRIVEN
DRAMA.

SECONDARY:

ADULT VIEWERS WHO
APPRECIATE LAYERED
NARRATIVES THAT
ADDRESS REAL-WORLD
ISSUES (GRIEF,
BULLYING, RELATIONSHIP
CHALLENGES) THROUGH
A MAGICAL LENS.

COMPARABLES



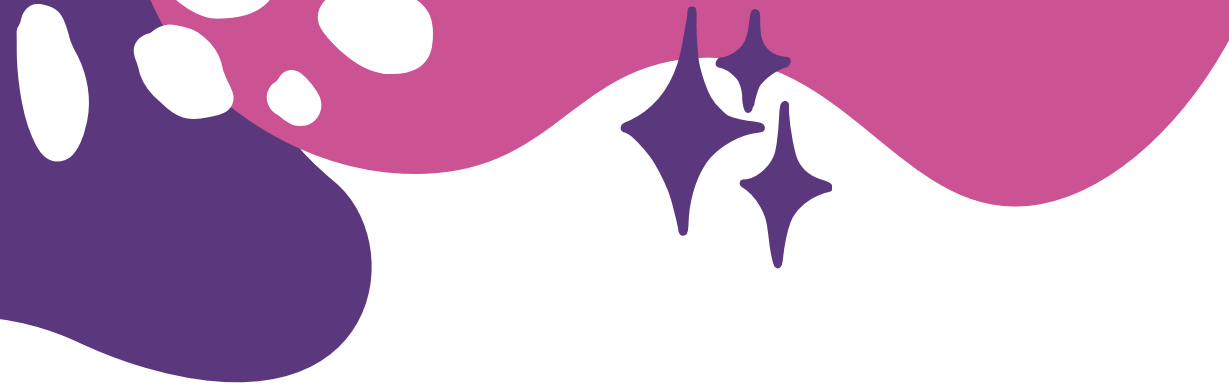




SERIES POTENTIAL BEYOND SEASON 1

- 1 Character Growth:** Future seasons can explore deeper magical mysteries, new threats from secret societies, and evolving personal journeys as both sisters face fresh challenges in their personal and professional lives.
- 2 Expanding the World:** Introduce new magical realms, additional family secrets, and more complex relationships—both romantic and platonic—while maintaining the blend of humor and heartfelt drama.
- 3 Didi's Evolution:** As a recurring narrator, Didi's own arc can grow subtly over time, eventually offering insights that reflect the broader journey of transformation and self-discovery.

*And we will have spin-offs



After mastering their own struggles in Season 1, Sam and Beckie discover that their body swap was just the beginning. A second magical event transports them to the **1800s**, the time of their **great-great-great-grandmother**, who was part of an ancient mystical society.

In this **forgotten world of secret magic**, they must adapt to Victorian-era customs, navigate a world where women's roles are limited, and uncover the origin of their family's powers. But they soon realize that their ancestor was in the middle of a dangerous conflict—one that could rewrite history itself.





DISTRIBUTION & MARKETING PLAN

FESTIVAL & MARKET SCREENINGS

STREAMING NEGOTIATION

DIGITAL & SOCIAL MEDIA CAMPAIGN

MERCHANDISING & BRAND COLLABORATIONS

PRESS & INTERVIEWS



TIMELINE OVERVIEW



DEVELOPMENT: 3-6 MONTHS



PRE-PRODUCTION: 3-4 MONTHS



PRODUCTION: 6-8 WEEKS



POST-PRODUCTION: 4-5 MONTHS



MARKETING & RELEASE: ONGOING FOR 6-12 MONTHS

BUDGET CONSIDERATION

ESTIMATED BUDGET RANGES:

💰 LOW BUDGET: \$1M – \$2M (INDEPENDENT PRODUCTION, LOCAL CREW, LIMITED EFFECTS)

💰 MID-RANGE BUDGET: \$2M – \$5M (PROFESSIONAL CAST, HIGH PRODUCTION VALUE, STRONG POST)

💰 HIGH BUDGET: \$10M+ (TOP-TIER ACTORS, HEAVY VFX, GLOBAL DISTRIBUTION PLAN)

MAIN COST DRIVERS:

- CAST & CREW SALARIES
- EQUIPMENT & LOCATIONS
- VFX & EDITING
- MARKETING & DISTRIBUTION

The background features a vibrant, abstract design with various shapes and colors. At the top left, there are purple and pink wavy shapes with small white circles and three purple four-pointed stars. At the top right, there are purple and pink wavy shapes with a teal-colored swirl. At the bottom left, there are pink and teal wavy shapes. At the bottom right, there is a large purple shape with several white curved lines. The central text is in a bold, pink, hand-drawn font.

THANK YOU
VERY MUCH!

Didi Paulini
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didiproductions.com