



# Hey Girl!

*show bible*

ADRIENNE MARQUAND & ALEXANDRA DEAN GROSSI





## Log line


A struggling waitress is ready to give up on her big city dreams when a gregarious entrepreneur (followed by a documentary crew) presents her with an intriguing business opportunity and a new community of supportive, albeit unlikely, friends.

## Concept

*Hey Girl!* is a half-hour mockumentary, like *Abbot Elementary*, *The Office*, *Parks and Recreation*. It follows a diverse community of folks (primarily women) who are focused on uplifting one another through the trials, tribulations, and triumphs of building their own network marketing businesses. Nearly every scene in the pilot passes the Bechdel test!

Network marketing/direct sales/MLM—whatever you call it—has been lampooned repeatedly. The truth is, it's a HUGE industry—in 2022, the Direct Selling Association reported \$40.5 billion in retail sales! It's a non-9-to-5 business model that allows people to dream big while having flexible hours. On the flip side, it's hard work and those who take part endure heaps of judgment and rejection.

Though *Hey Girl!* will primarily paint the industry in a positive light, it will remain abundantly self-aware with self-deprecating humor, and will not shy away from acknowledging the stigma and pitfalls many network marketers experience.



# Why this show now?

In a world that continues to pit women against each other, we want to tell a story that highlights a community where women and other marginalized folks are valued, respected, and in charge of their own destinies.

The network marketing/MLM/direct sales world is still largely looked down upon, and we want to hold up a mirror and ask—why is that? Is it because it's largely a female-dominated industry where anyone, from any gender/race/background/education level/political affiliation/religion/etc, can be successful?

Is it because these entrepreneurs are encouraged to improve themselves, learn about money, and own their time? Is it because when women win, society panics? Is it because we don't trust women to be smart and savvy enough not to be duped?

True, there have been people who are unsuccessful, and the industry has been plagued by its share of schemes and shady practices, but why does society dismiss the industry in its entirety when most companies have proven themselves as reputable, transparent, and equitable?

The network marketing/MLM/direct selling business model is simple and accessible: they merely offer an exchange of goods for money, like every other retail business in the world. More importantly, they offer a safe space where individuals get to be their beautiful, unique selves and build their dream lives, without having to abide by a set schedule, report to a shitty boss, or be limited by a fixed payroll.



# Main Characters



*Blythe Monroe*  
**THE PROTOTYPE**

Late 40s. Blythe is an Elle Woods type and wears a LOT of pink, but don't be fooled by her appearance—she's also a successful architect (at her own firm) and listens to grunge and punk rock in her spare time. She's a self-help junkie and loves her family, friends, and Visage community ferociously. She is an Executive Regional Director with Visage International.



*Deirdre Gonzalez*  
**THE PROTÉGÉ**

20s. Deirdre is a waitress working at a posh cafe in WeHo. She is originally from Minnesota and moved to L.A. after high school to pursue a career in Hollywood. Deirdre is jaded, struggling, and feels directionless. She identifies as bisexual and recently broke up with her longtime girlfriend. She reluctantly joins Blythe as a Visage consultant.



*Jacob Williams*  
**THE FILMMAKER**

Mid-20s. Jacob is Blythe's younger stepbrother. He is an aspiring documentarian in graduate film school. Jacob has been hired by Blythe to do a documentary about network marketing in order to bring a positive light to the business and community (he has other nefarious plans, however).

# Secondary characters



*Joanna*  
**DEIRDRE'S EX**

30s. Joanna is a successful lawyer, a borderline TERF (and hates that Deirdre is bisexual), and is obnoxious (almost militant) about her political and social views. Joanna used Deirdre and then threw her away for someone "more mature."



*Franco*  
**BLYTHE'S EX**

40s. Franco is a former model, who is always living in the glory days of his one-time stint as a spokesman for a popular men's body wash. He became a total deadbeat who mooched off Blythe for nearly a decade. Still, he is Blythe's kryptonite.

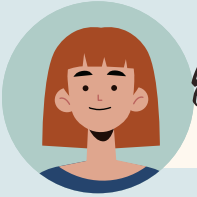
# The Visage Team



*Diana, Caroline  
Clarice & Tilly*

**THE BAD BITTIES**

60s and 70s. They are longtime consultants with Visage International, who are now spunky retirees, far from being put to pasture. They inspire Deirdre to play full out in business AND in life.



*Dawn*

**THE GRANOLA**

Dawn loves Visage because she wants to save Mother Earth through sustainable packaging and clean ingredients.



*Jennifer*

**THE GO-GETTER**

Jennifer has promoted up the ranks quickly because she's desperate to pay for her upcoming wedding.



*Christie*

**THE START-STOPPER**

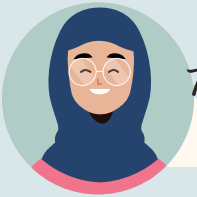
Christie can't ever focus enough to grow her business but she loves the community so she keeps trying.



*Camilla*

**THE SKEPTIC**

Though she has joined the business (reluctantly), Camilla questions everything and constantly sends emails to corporate.



*Amy*

**THE HOPPER**

New to Visage, Amy has been with four other companies previously. She's always looking for the "shiny new thing" but never sticks with any of her businesses long enough to actually be successful.



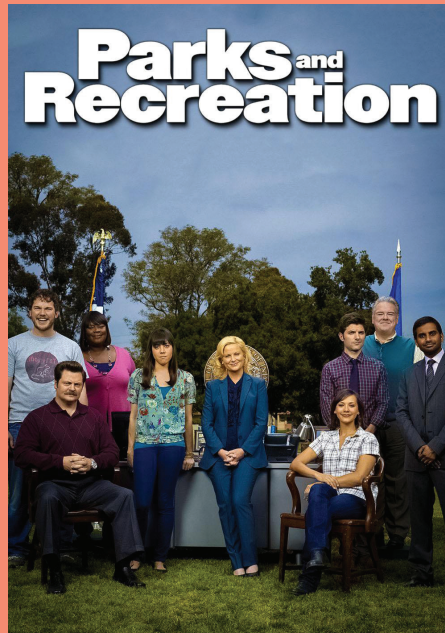
*Katie*

**THE COPYCAT**

Katie wants to be just like Blythe. She nearly worships her, and has firmly lost her identity to Visage.

# Tonal comps

*I Love That For You* meets *Parks and Recreation*, with a dash of *Legally Blonde*.



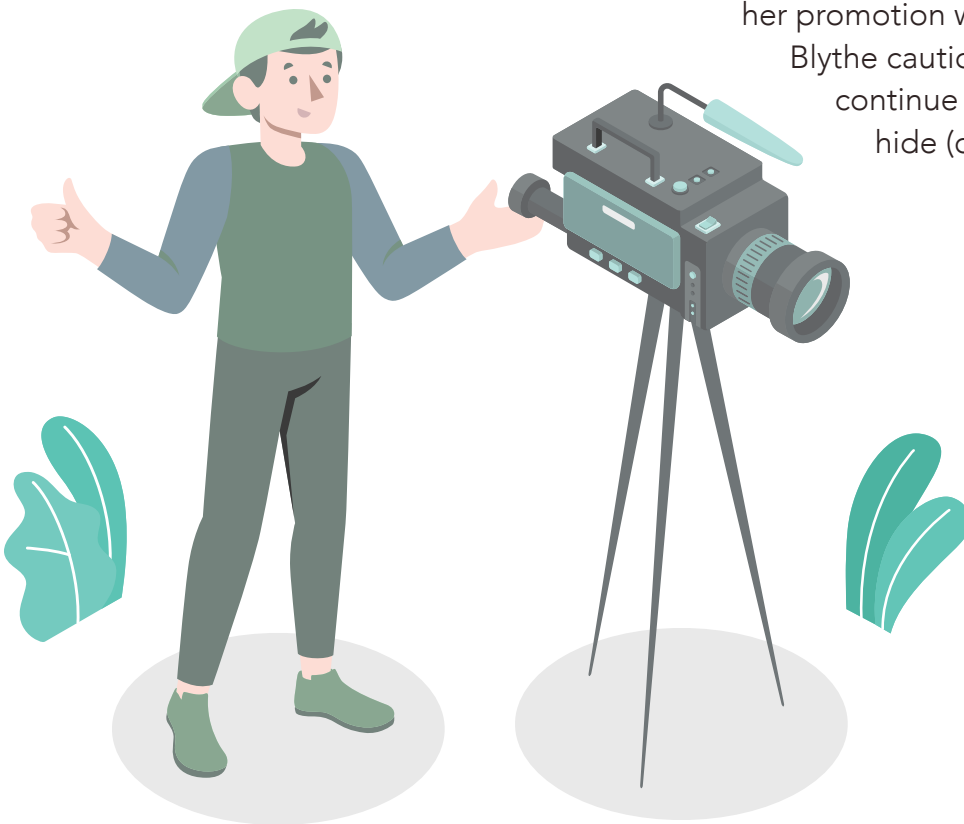
# Season Arc

In the first season of *Hey Girl!*, Blythe is followed by her younger step-brother Jacob, a film school grad student working on a documentary project. He captures Blythe meeting and recruiting Deirdre as a consultant for Visage International, a network marketing company with which Blythe has had great success.

Blythe sees the documentary as a love story to the business she adores. She is oblivious to the fact that Jacob is angling his documentary to be an explosive exposé. Frustrated by his lack of progress in uncovering Visage's seedy underbelly (which makes us wonder, is there one?), Jacob convinces Deirdre to act as a mole. Deeply conflicted, Deirdre struggles to navigate these dual roles. She launches her own business with loving support from Blythe and the Visage community.

Deirdre's personal life takes a tumultuous turn when her toxic ex resurfaces, forcing her to confront past patterns. Her bond strengthens with Blythe as the women connect over their experiences with past relationships gone awry. The stakes heighten as the team embarks on a journey to their national conference in Vegas, where antics ensue, and Deirdre and Jacob's alliance begins to blur with potential romantic feelings.

Tensions reach a breaking point when Blythe discovers Jacob's true intentions and Deirdre's involvement, leading to heartbreak and betrayal. Deirdre and Jacob beg Blythe to forgive them. Despite this, Deirdre is able to celebrate a significant milestone with her promotion within the company, while Blythe cautiously agrees to allow Jacob to continue filming—as she has nothing to hide (or does she?).





# Episodes

## The Launch

Deirdre launches her new Visage International business with Blythe's help. Though poorly attended, she is surrounded by her new friends who lift her up and remind her that everyone starts at the bottom and there is a learning curve whenever you try something new! Jacob sees the lack of interest as a clear-cut sign this business doesn't work. Deirdre is on the fence and feels guilty about helping Jacob the closer she gets to Blythe.

## The Pyramid Scheme

Deirdre has an ugly encounter with an old high school friend, whom she asks to take a look at the business. The old friend throws out the four most dreadful words all network marketers fear: "IT'S A PYRAMID SCHEME." Deirdre is thrust into a frenzy of doubt, fear, and shame and nearly quits. Jacob is actually the one who convinces her to stay, though not for benevolent reasons.

## The Face on the Milk Carton

One of Blythe's most treasured business partners drops off the face of the Earth. No one can reach her, though she is clearly fine since she's posting on social media. Deirdre learns this is a common occurrence when people enter "shame spirals." Blythe tells Deirdre, "You just gotta love folks where they're at."

## The Great Skincare Robbery of 2024

Deirdre finally saves enough money to buy a tester set of skincare for her business prospects. Sadly, she trusts the wrong person, and the entire set gets stolen. She goes to her ex to ask for money; it does not go well. Blythe generously replaces the set for Deirdre in the end as the two bond over their terrible exes.





## *The Conference*

Deirdre attends her first national conference for Visage in Las Vegas. Countless shenanigans ensue during the road trip and conference itself. Seeing all of the diverse people who participate in the business inspires Deirdre to take it more seriously. And when she sees Blythe receive a special award, her interest is solidified. Jacob is not happy about this. While he and Deirdre argue, a romantic entanglement begins ... but Blythe has overheard what's been going on and is devastated.

## *The Betrayal*

The drive home from Vegas is AWKWARD. Blythe is fuming but doesn't say anything. Deirdre eventually confesses to Blythe, but only about hooking up with Jacob. Blythe tells Deirdre that she knows she's been helping him put together a hit piece and is deeply wounded by the betrayal.

## *The Promotion*

Blythe and Deirdre patch things up and Deirdre is now fully committed to growing her business. She quits her waitressing job for something "less demeaning" to supplement her income while she grows her biz. She ends up promoting to the first level of company management and there's a celebration for her at one of the local meetings—the same one she first attended as a guest. Full circle moment. Jacob apologizes, but it's unclear if his intentions are truly wholesome ... stay tuned for season 2!



# About the writers



## Adrienne Marquand

ADRIENNEMARQUAND@GMAIL.COM

Montana native Adrienne Marquand discovered her love for theatre in a small city nestled among the Rocky Mountains. Her zeal for the performing arts brought her to Los Angeles, where she earned a B.A. in Theatre from USC. While there, Adrienne studied under the prolific theatre artist Luis Alfaro, who instilled a deep passion for writing—and the power of personal stories—within her.

For the past twelve years, Adrienne has worked as a ghostwriter and copy editor for a wide range of aspiring writers, including a prominent LGBTQIA+ public figure, an entrepreneur focused on empowering women, and a budding fantasy author. She has helped curate content with a global outreach, including published books, speeches (including a TEDx Talk in Amsterdam), and numerous blog posts and articles, some of which have been featured on Huffington Post.

Alongside her writing partner Alexandra Dean Grossi, Adrienne has developed dozens of television projects, including *Oral*, loosely based on Alexandra's life as a deaf woman who uses cochlear implants. In 2021, they

self-produced and directed a virtual performance of *Oral's* pilot, "Impressive Adult," featuring an all-star cast that included Andrea Martin, Abbi Jacobson, Will Forte, David Krumholtz, and other phenomenal actors.

Currently, Adrienne works as an Archival and Clearance Producer in unscripted television. Recent credits include HBO's *We're Here* (seasons 3 & 4) and A&E's *Secrets of Playboy* (seasons 1 & 2). She is also a proud Independent Consultant with Arbonne International, a health and wellness network marketing company. Her decade's worth of experiences (good and bad!) building an online direct sales business served as inspiration for *Hey Girl!*.

As a proud feminist, ally, and champion of equal rights, Adrienne is immensely passionate about and committed to telling stories about marginalized communities and individuals that have been historically underrepresented in Hollywood.



# About the writers



## Alexandra Dean Grossi

ALEXANDRA@INCLUSIVE.DESIGN

Alexandra Dean Grossi is a writer, designer, and disability activist. She began her writing career under the tutelage of television creator David Milch on HBO's *Deadwood* and *John From Cincinnati*.

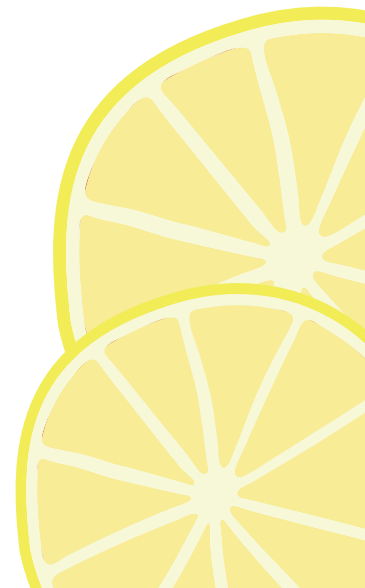
Born profoundly deaf, Alexandra wears bilateral Cochlear Implants. She attended mainstream schools, and followed the Oral Education route. On the margins of the Deaf Community, because she didn't use sign language, she found that she didn't have any identifiable role models. This lack of representation of "her kind of deafness" in pop culture inspired Alexandra to write *Oral* around her experiences as a millennial deaf woman learning to "adult."

As an Inclusive Design Activist, Alexandra works as the Lead User Experience Designer for IBM Accessibility. She regularly teaches Inclusive Design as an adjunct professor

at the College of Design at North Carolina State University. Alexandra often consults as an accessibility expert on projects, including television shows and films, through her association with Respectability (she is an alum of the 2020 Entertainment Lab). She also gives lectures and serves on panels around disability and Inclusive Design.

Alexandra is a graduate of Vassar College where she majored in English and Italian with a minor in Film. She completed her Master of Graphic User Experience Design from the College of Design at NCSU.

Alexandra wants to be part of the fight for a more equitable representation of persons with disabilities in Hollywood telling their stories first-hand.





# Credits

Copywriting: Adrienne Marquand & Alexandra Dean Grossi  
Design & Layout: Alexandra Dean Grossi

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