

The Good (Bad) Shepard



Pitch Deck

Herb Schultz 6/2026

Series Overview

The Good (Bad) Shepard is a high-end corporate thriller blending psychological manipulation, luxury settings, and moral ambiguity. It explores power, revenge, loyalty, and transactional relationships in a world where perception is currency.

Set against a jet-set backdrop of boardrooms, yachts, and international R&D hubs, the series charts the transformation of a woman who once solved conflicts into someone who creates them. Each episode peels back another layer of her carefully curated power, revealing how control becomes addiction and loyalty becomes expendable. What begins as damage control evolves into moral free fall, culminating in a reckoning that leaves careers shattered, relationships broken, and a woman forced to confront the consequences of controlling every outcome except her own.

Logline

An accomplished professional mediator covers up a deadly confrontation with a con artist, but as a relentless PI closes in, her attempts to control the narrative ignite fraud, infidelity, and a boardroom coup that threatens to strip her of everything.

Themes

- Ambition versus morality
- The seduction of power
- Corporate warfare as emotional warfare
- Connivance, revenge and emotional leverage
- Luxury masking corruption

Tone

- Sophisticated
- Suspenseful
- Darkly humorous
- Character-driven

Style

- Luxury contrasted with moral decay
- Warm interiors
- Corporate glass and steel
- International locations
- Intimate close-ups during negotiations

Summary

Length: Five episode Teleplay (~6 hours)

Genre: Psychological Thriller

Audience: Adult; likely R (language, violence, sexual situations)

Characters:

- 1 Lead (female 40-45)
- 6 Supporting (2 male (25-28); 2 male (40-45); 1 female (40-45); 1 female (25-28))
- 10+ Tertiary players

Locations: 4-6; primary shoots – offices, bars, restaurants, hotels, yacht, jet

Budget: Estimated moderate: \$5M - \$10M

Comps: avarice, deception, ambiguity, revenge



The Night Of

One bad decision triggers everything; moral ambiguity; investigation drives the story

AFI Top 10 TV Program 2016

94% Rotten Tomatoes



Mare of Easttown

Flawed female protagonist; personal & private life collide; ensemble cast

Critic Choice Award for Best TV miniseries 2022

95% Rotten Tomatoes



Sharp Objects

Female-centered psych thriller; secrets drive the story; moral ambiguity

Critics Choice Award for Best Actress & Supporting Actress 2018

92% Rotten Tomatoes

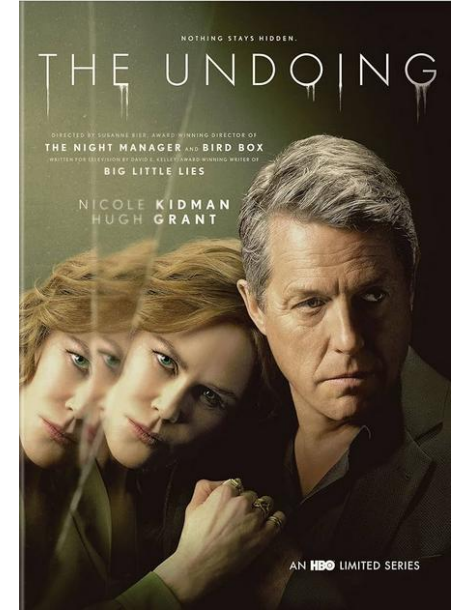


Presumed Innocent

Successful people make catastrophic decisions; secrets compound over time; ambiguity

Golden Globe and Primetime Emmy nominations 2025

76% Rotten Tomatoes



The Undoing

Protagonist's life slowly falls apart; wealth is a character; trust is challenged

Golden Globe nomination Best TV Film 2020

75% Rotten Tomatoes

Audience Appeal

Multiple Points of Entry

Different audience segments connect with different characters. Viewers may identify with Tracy's struggle for control, Hannah's ambition, Marilyn's quest for recognition, Matt's drive for success, and Richards' pursuit of leverage.

A Bingeworthy Mystery Engine

Every episode ends with new revelations, shifting loyalties, unexpected alliances. Five episodes only reduces reluctance to initiate viewing.

Luxury-Friendly Fantasy Environment

The show's world naturally accommodates travel, hospitality, financial services, automotive, technology, and luxury consumer brands without feeling forced.

Production Company Appeal

Limited Series Economics

Five episodes means lower production risk, shorter commitment, easier talent attachment and stronger binge potential while still delivering a complete story.

Franchise Potential without Dependence

Series one stands alone. However, the ending creates multiple potential continuation paths: Tracy rebuilding after collapse, Hannah's rise, Matt's consolidation of power, Marilyn's independence, Richards' leverage campaign, Aiman's uncertain loyalties. The property offers both closure and expansion.

Gender-balanced Appeal

The series contains female-driven emotional storytelling, corporate power struggles, mystery elements and relationship drama, allowing it to appeal across gender lines. Strong vehicle for mid/late-career actors.

Series Structure

Episode 1: The Cure and the Con

Tracy Shepard, a razor-sharp New York mediator rushes to settle a dispute between two nanotech companies, only to get pulled into a biotech family feud that could lead to a cure for her blind father—until leaked “confidential” books, an FBI raid, and a vanished CEO compel her to invest in alternate biotech research.

Episode 3: No Request is Out of Bounds

When a relentless private investigator uncovers the true identity of the dead con man and ties him to the nanotech orbit, Marilyn is ambushed by an overseas blackmailer and Tracy—racing to contain the fallout—hires an Asian security fixer whose “solutions” may be more dangerous than the scandal itself.

Episode 5: The Price of Avarice

With the private investigator closing in and corporate loyalties unraveling, Tracy Shepard wages a quiet war to protect her secret—only to discover that ambition, desire, and revenge may destroy her long before the truth does.

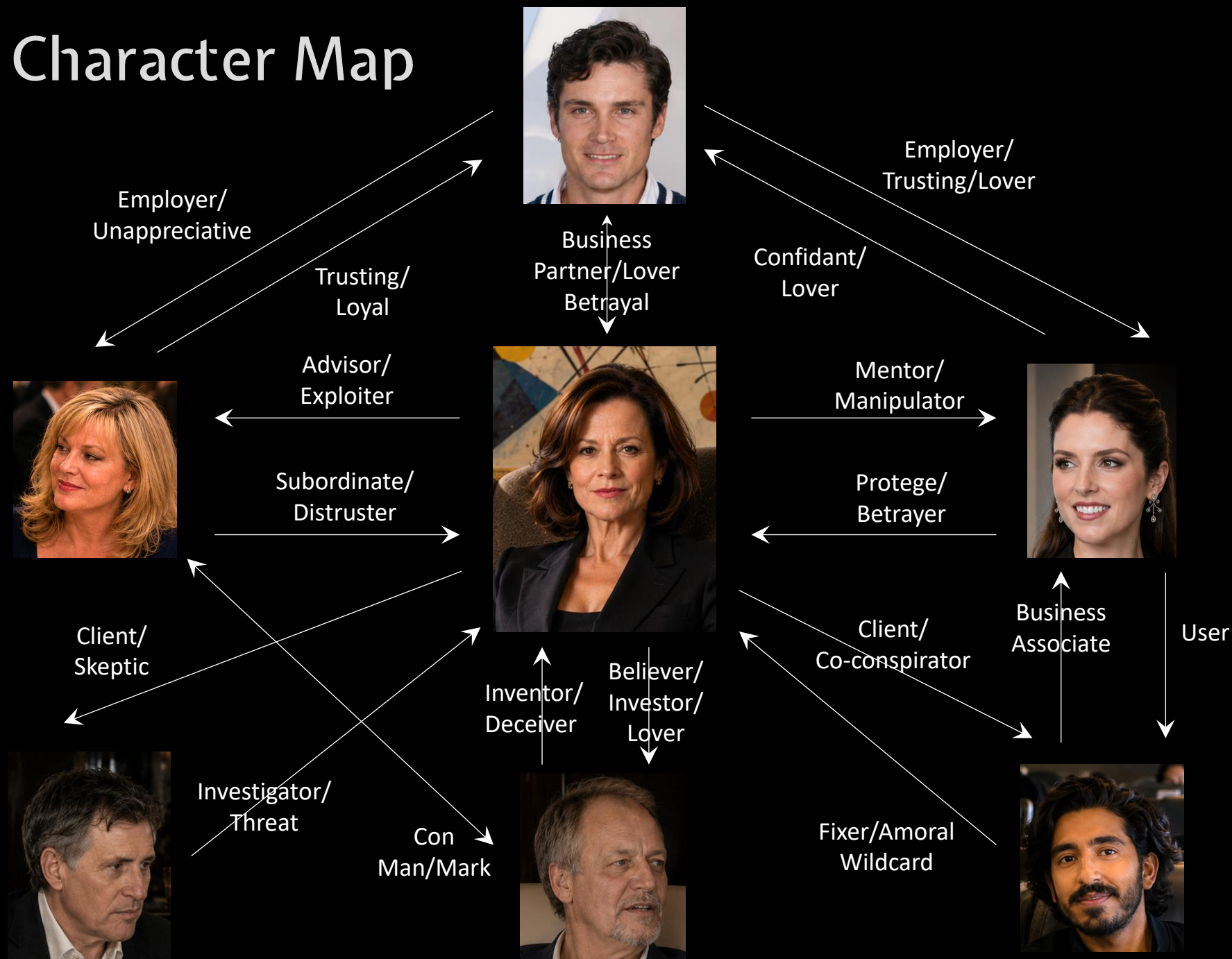
Episode 2: Lex Talionis

After losing \$1m in a scam and learning the “FBI raid” that launched her involvement never happened, a dismayed Tracy hunts her con man through a nanotech company’s inner circle—then lures him into a deadly trap, forcing her to stage an alibi, coerce an her unwitting accomplice Marilyn into silence, and trade guilt for power just as a private eye gets dangerously close to the truth.

Episode 4: Constructing Facades

Unleashing a covert operation directed by her sometime lover, Tracy stages a bogus FBI probe to smoke out her one-time private investigator and ensnare Marilyn into betrayal, revealing the one loose end neither woman can control: the gun.

Character Map



Main Characters

Tracy



- Strong, driven, independent single woman (40-45) running her own dispute resolution company. Caters to corporations, sports teams, etc.
- Lives in a stylish apartment in a major US city. Wealthy and well-traveled.
- Committed to helping her blind father, which opens her to a scam tailored for her by a con man she meets on a trip.
- Shrewd and capable of hurting people who cross her.
- A solid lead role for a mid-career actress who can carry the film.



Fischer/Fletcher

- Identical twins (played by a single actor (40-45) who supposedly own a lab doing research on eye diseases. Fischer is the business guy; Fletcher is the free spirit. They disagree on business decisions.
- Fischer hooks Tracy into the scam, but it's Fletcher who gives Tracy's his confidence. He cultivates a relationship allowing him to extract a big investment.
- A challenging role for a mid-career actor who must play both twins during the scam, and then his greedy, amoral self when confronted.

Marilyn



- Single, early 40s. Only female executive at a nanotech firm, relegated to secondary responsibilities.
- Career focused, risk-averse, prone to fall into troubling situations. Intelligent but not savvy.
- Resistant to outside pressure but not a strategic thinker. Tough when challenged.
- A foil to Tracy's Machiavellian streak.
- Good role for mid-career actress.

Main Characters

Hannah



- Bright, young (25-28) lawyer in Tracy's employ until problems arise.
- Competent, obedient, sometimes snarky.
- Gains new confidence after joining the nanotech firm at Tracy's urging.
- Expected to be loyal to Tracy but develops an independence that informs her relationships with Matt and Tracy.
- A character who grows and evolves later in the series.

Matt



- Young entrepreneur (25-28) and founder of a nanotech firm with much help from daddy's money. Stanford grad who maintains a tech-bro attitude in work and pleasure.
- Wealthy, gets what he wants which is always means more. Lives a charmed life. Still, he's dedicated to his company's success.
- Attracted to stylish, older Tracy for her assertiveness, accomplishments and business acumen. Eventual lovers.

Richards



- Middle-aged (40-45) private investigator. Matter-of-fact, skeptical, diligent, persistent.
- Breaks rules when necessary.
- Smarter and more strategic than meets the eye.

Aiman



- Slick South Asian exec (25-28) for a shadowy firm troubleshooting delicate problems.
- Discrete, organized, matter-of-fact. Manipulative, amoral – yet intimidated by Tracy.

Sample Scenes



Writer Bio

Herb Schultz

Writer of five spec scripts

Architect's Rendition – An architect enlists three associates in a complex scheme to murder his wife, and each other.

Double Blind Test – A woman conned by identical twins gets revenge.

*Tempus Fu*it* – The life of a scientist who hunts for the thief of his invention is upturned by the invention itself.

The Stoooper – A racetrack stoooper fights to recover a valuable lottery ticket that rightfully belongs to him.

Stalled – Imprisoned in a bathroom stall, two disabled men plot an escape from their sadistic captors.

Author of three novels, a collection of short stories, and a collection of essays

Ronnie and Lennie about conjoined twins who are saddened after becoming separated.

Architect's Rendition, a story of a Machiavellian man who gets random people to kill each other for his benefit.

Double Blind Test, a tale of deceit, romance and lex talionis.

Sometimes the Sun Does Shine There and Other Stories - Winner of the 2012 Indie Reader Discovery Award for best short story collection

Culture Justly Scrutinized: A Take on Six Years of Virtue and Venality



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Thank you