

The Story Of A Little Devil Girl

# EVIL DIVA

Who Just Wants To Be Good



**CONCEPT:** Diva Beelze, just an average teenage devil with the uncontrollable urge to be nice. She is given a magical wand that contains the power of the universe. The only solution is to become a superhero.

**STONE:** Harry Potter meets Buffy, with a touch of Smallville.

**OUTLINE:** Diva lives in Las Aequitas, a suburban neighborhood located between Heaven and Hell. The town is populated by both Angels and Demons. She attends a 'mixed' high school where her do-gooding nature makes her an outcast with Angels and Devils alike. Antagonized by 'popular angel girl' Angela and supported by Michelle and Gabriel, her only friends, Diva's world grows more complicated when her mysterious guidance counselor, Mr. Virgil, grants her use of a Magic Wand which gives her control over potent magical forces, but also seems to have a mind of its own.



**PRODUCT FLEXIBILITY:** Evil Diva has proven its ability to thrive in multiple product formats. When Team Diva retired the G-Rated version of Evil Diva (featuring a 12-year old Diva) it was ranked 10th overall and was the number one G-Rated web comic. The current incarnation of Evil Diva is even more popular than its predecessor, finishing as high as 2nd (source; [www.topwebcomics.com](http://www.topwebcomics.com)). We at Team Diva believe Evil Diva will adapt easily to feature film, half-hour or full hour television formats and is flexible enough to work in either live action or animation. Evil Diva will also certainly thrive in printed comics, novels, video games and merchandising.

Evil Diva was ranked as one of the most popular webcomics, consistently scoring in the top 10. Two anthology issues were published and released in the US by Diamond, resulting in a greatly expanded audience and the opportunity to release more content.

Rank	Comic	Rating	Notes
1	The Phoenix Requiem Life, Love, Monsters and Madness.	PG-13 35,668	
2	Evil Diva Diva Beelze is an average twelve-year old devil, but she has a small problem. She has these uncontrollable urges to just be nice. Clearly, the best solution is to become a superhero.	G 15,932	11/15/2009
3	Teen Titans A obese hero, a mischievous feline, an angry warrior, and a gender-confused wolf. Can they survive each other?	PG-13 15,410	08/06/2009

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**Diva Beelze** is just an average teenage devil, except she likes puppies, unicorns, the color pink and doing good deeds. If she were an angel, this wouldn't be a problem, but Diva's compulsive goodness has made her an outcast with nearly all of her peers. It's a good thing she has a magic wand. She has no idea why it was given to her or even how it works. Clearly the best solution is to become a superhero.



**Cerby** is Diva's slobbering best friend. Her Dad bought Cerby because he wanted a guard dog, but what he ended up with is Diva's favorite fashion accessory. Perhaps it's all for the best, because no one would ever suspect that Diva's purse-pooch is an AKC\* registered heck-hound.  
\*Acheron Kennel Club.



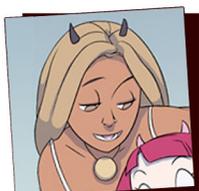
**Angela** hates everything about Diva from her pink horns down to her mary jane shoes. She may have straight A's, but Angela's an utter failure as an angel. She's popular, though, because she's a little bit better than Diva is at hiding her 'issues.'



**Gabriel** (Angela's brother) and **Michelle** are Diva's only friends at school. Gabe hasn't spoken a word since the second grade and tomboy Michelle is the natural enemy of all things pink, so their friendship hasn't exactly helped Diva's street credit at school. Then there's the part where Gabe doesn't know how to tell his sister Angela that he likes her worst enemy... a lot.



**Mom and Dad** are just your average suburban demon-parents. She's a martini fueled evil corporate lawyer and he's Satan's number one talent scout. Mom and Dad want nothing but the best for their little girl, so naturally they're concerned that she may be, well, evilly challenged.



**Tia.** Like all big sisters, she's everything Diva isn't.



**Mr. Virgil.** Diva's guidance counselor gave her the wand, but not the instruction book.



**The Big Guy.** "Sure I'm Satan but don't hold that against me."



**The Dude.** Who knew the Almighty was so laid back.



**Loki.** This mysterious trickster is somehow at the heart of it all.

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## Chapter Outlines



**Issue 1:** First Day of School. Diva sows unrest at her first day of school when she tries to help others. She meets her nemesis Angela, as well as Michelle and Gabriel, who become her friends. After rescuing his cat from a tree, her cryptic guidance counselor, Mr. Virgil, decides to give Diva a mysterious Magic Wand, but he's not all that forthcoming about how it works.



**Issue 2:** Vote for Diva! Diva screws up enough courage to run for class president in the school election, but her resolve is put to the test when a gang of devils wants to put the hurt on her opponent, Angela. Diva tries to save Angela using her Magic Wand, but things don't go quite as planned. The mysterious Loki makes his first appearance, confronting Virgil about his decision to give Diva the Wand.



**Issue 3:** Bring Your Daughter to Work Day. Diva's dad brings her for a visit to his day job in Hell, which looks curiously like a certain well-known amusement park. An inquisitive Michelle follows them and Diva must use the Wand to save her. Her plan to transport Michelle out of Hell backfires when Diva accidentally causes her arch-rival Angela to switch places with Michelle.



**Issue 4:** Nancy Drew She Ain't. Michelle materializes in Angela's place next to Gabriel. Determined to discover the truth, Michelle recruits Gabriel and they follow Diva to the courthouse where Angela is being held. They see Diva attempt to use the Wand to bust Angela out of jail, but the plan is foiled when they are discovered by Loki. Diva escapes but Michelle and Gabriel end up in jail with Angela.



**Issue 5:** The Trial. Angela goes on trial for trespassing in Hell, a crime punishable by eternal damnation. In an uncharacteristically evil move, Diva blackmails her mom into defending Angela. Mom's brilliant defense results in Angela's acquittal, but Judge Virgil still dishes out punishment, barring her from cheer leading and student council, thus making Diva class president.



**Issue 6:** Outed. The Big Guy (Satan) summons Diva to Hell, there revealing that he and others know about Diva's Magic Wand. Diva escapes Satan only to be discovered by Loki also intent on taking the Wand. Cornered, Diva summons the Wand's full power, defeating Loki. Later, Virgil, Satan and The Dude (The Almighty) meet at The Gate, a place that is equal parts coffee house and portal to life everlasting. It appears the three are working together.



**Issue 7:** First Day of High School. Three years have passed. Diva is now inexplicably popular, but the world just doesn't seem right to her and, seeking Virgil's guidance, Diva discovers she used the Wand earlier to alter reality. The trouble is Angela was also touching the Wand at the same time, actually wishing herself unpopular. With a little advice from The Dude on how to break the spell, Diva sets off in search of Angela.



**Issue 8:** Second Day of High School. Diva seeks out nerdy, unpopular Angela, but fails to convince her to help reverse the spell. After an explosive appearance by Loki, Diva realizes she must physically beat Angela into submission, and challenges her to a fight. Angela finally relents and the spell breaks, restoring reality to its prior order. Virgil, The Big Guy, The Dude and Loki are revealed to be working together.

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## TEAM DIVA

### **Peter Menotti: Creator, Publisher.**

The big idea for *Evil Diva* came into Pete's head over a conversation with his daughter. He then led a character design competition within his agency and a few weeks later, Diva and her family popped out. Since the inception he has shepherded *Evil Diva* from an obscure title to one of the top 3 most popular comics on the web, and also spearheaded the release of two anthology editions through Diamond Publishing, the largest comic distributor in the US. In addition to the many hats he wears on *Evil Diva*, Peter is also a three-time THEA award winning graphic and interactive designer, as well as a Grammy nominated sound engineer and the C.E.O. of Modul8tion Media.

### **Joe Cashman: Writer, Art Director.**

Joe came on board *Team Diva* for Issue 3, and since then he's written just about every single word that's come out of Diva's mouth. Joe's already deeply involved in the design of Diva's world and its characters. By day he's also an award winning production designer, effects supervisor and digital media producer. And if that is not enough, with seven THEA awards to his name for amusement park design, you probably rode one of his creations at the last theme park you attended.