

# THE FORMULA

*A hard-R comedy-drama feature · "Based on a true story."*

Story by Jesse Salas | Screenplay by Claude Code | Based on the memoir *Colors of My Pain*

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## LOGLINE

*After getting evicted from his own family home, a charming screw-up flees to Y2K-era Las Vegas, turns his homemade "Four Colors" personality system into a foolproof seduction formula, and gets a vasectomy to erase every consequence — then juggles six girlfriends like a full-time job, until the one lock his formula can't open turns out to be his own heart.*

## TONE & COMPS

**THE WOLF OF WALL STREET** (rise-and-fall narration + excess) × **GOOD LUCK CHUCK** (raunch + heart) × **DON JON** (a man with a sex "system" forced to learn real intimacy). You laugh like it's a party movie for an hour — then realize you've been watching a man drown in his own deep end, and you ache for him to make it out.

## SYNOPSIS

Heartbroken at eighteen, JESSE takes his father's crude advice — *"they're all the same"* — as a dare, and turns dating into a thirty-year experiment. After a spectacular eviction, he reinvents himself in 1999 Las Vegas: selling RVs to Y2K preppers by reading them in seconds, then cracking his Four Colors framework into a seduction formula — Red, Blue, Green, Yellow, every person a lock, every color a key. He gets a vasectomy to kill all consequences and builds an empire: six color-coded girlfriends, nine engagements, zero weddings (he's a wedding photographer who's seen behind the curtain). Then JOELLE — the one woman who isn't a lock but a mirror — asks what he actually wants, and the formula fails. His kingdom collapses in one catastrophic night. Alone at last in the quiet room he spent his life outrunning, Jesse finally asks the only question that matters: *what color am I, and what have I been running from?* The con artist becomes a student again — and the chaos becomes the book.

## WHY NOW & BUILT-IN MARKETING

Personality typing is everywhere (16Personalities, attachment-style TikTok). **THE FORMULA** weaponizes that obsession for laughs, then flips it into healing. And the "Four Colors" is a **real, live brand** — FourColorQuiz.com + a quiz app + 1M-view personality content. The movie and the quiz cross-promote: audiences walk out and immediately take the test to find their own color. A built-in marketing flywheel most films would kill for.

## AUDIENCE

18-49 — the smart-raunch comedy crowd (grown-up *Hangover/Superbad*) PLUS the massive self-help/relationship/personality audience.

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Four Colors · FourColorQuiz.com · Names fictionalized. Lessons earned.