



#### Independent Film Producing

*Written for working and aspiring filmmakers, directors, producers and screenwriters, The Marketing Edge for Filmmakers walks through every stage of the marketing process - from concept to post-production - and illustrates how creative decisions at each stage will impact the marketability of a film. In this book, marketing experts Schwartz and MacDonald welcome you behind the curtain into the inner workings of Marketing department at both the studios and independents. They also track films of different budgets (studio, genre, independent and documentary) through the marketing process, examining how each discipline will approach your film. Featuring interviews with both marketers and filmmakers throughout, an extensive glossary and end-of-chapter exercises, The Marketing Edge for Filmmakers offers a unique introduction to film marketing and a practical guide for understanding the impact of marketing on your film.*

*In this updated edition of the industry staple, veteran media executive Jeff Ulin relates business theory and practice across key global market segments—film, television, and online/digital—providing you with an insider's perspective that can't be found anywhere else. Learn how an idea moves from concept to profit and how distribution dominates the bottom line: Hollywood stars may make the headlines, but marketing and distribution are the behind-the-scenes drivers converting content into cash. The third edition: Includes perspectives from key industry executives at studios, networks, agencies and online leaders, including Fox, Paramount, Lucasfilm, Endeavor, Tencent, MPAA, YouTube, Amazon, and many more; Explores the explosive growth of the Chinese market, including box office trends, participation in financing Hollywood feature films, and the surge in online usage; Illustrates how online streaming leaders like Netflix, Amazon, Apple, YouTube, Hulu and Facebook are changing the way TV content is distributed and consumed, and in cases how these services are moving into theatrical markets; Analyzes online influences and disruption throughout the distribution chain, and explains the risks and impact stemming from changing access points (e.g., stand-alone apps), delivery methods (over-the-top) and consumption patterns (e.g., binge watching); Breaks down historical film windows, the economic drivers behind them, and how online and digital delivery applications are changing the landscape. Ulin provides the virtual apprenticeship you need to demystify and manage the complicated media markets, understand how digital distribution has impacted the ecosystem, and glimpse into the future of how film and television content will be financed, distributed and watched. An online eResource contains further discussion on topics presented in the book.*

*The first, most crucial step in making a film is finding the funds to do it. Let Louise Levison, who wrote the innovative business plan for "The Blair Witch Project," show you how. Whether you're planning a feature, short, documentary, or large format film, this unique guide teaches you how to create a business plan that can be presented to a potential investor. In jargon-free terms, the author leads you through every step. Each chapter concentrates on a different section of the business plan, including the industry, marketing, financing, distribution. There are supplementary exercises and spreadsheets on the CD workbook so you get comfortable crunching the numbers--no math degree required! The fifth edition contains completely revised and updated industry data, updated information on the market for short films, as well as a new chapter on nontraditional films such as documentaries.*

*Music Rights Unveiled provides an inside look at the complex world of music rights for film and video and includes step-by-step guidance to navigate these tricky waters. Authors Brooke Wentz and Maryam Battaglia share their decades of expertise in this user-friendly guide, designed specifically with filmmakers and producers in mind. The book provides a brief history of the pricing of music in film, television and digital media markets, and explains the process by which music is licensed or acquired for films, highlighting pitfalls to avoid and strategies for success. Further features include: A discussion of new media platforms and the intricacies of the rights needed to use music on those platforms; Tips for working with key music staff on a production – the Composer, the Music Supervisor and the Music Editor; An in-depth explanation of building a budget for the music component of your media project.*

*You have the camera, time, money (or credit card), so why don't you just start shooting? Preparing for Takeoff will give you the tools you need to fully prepare for your independent film. This book features: Vital preproduction tips on scheduling, previsualization, script analysis, location scouting, budgeting, hiring vendors, and clearing permits A detailed analysis of the role both producers and directors play in the preproduction process Crucial advice on how to prepare for postproduction and distribution while still in the early stages of making a film Lessons from the field in how to avoid mid-shoot changes, unhappy actors, fostering a resentful crew, wasted days and dwindling finances An accompanying website that includes sample script analyses, storyboards, beat sheets, editable budget forms, and more*

*Story Money Impact: Funding Media for Social Change*

*The Marketing Edge for Filmmakers: Developing a Marketing Mindset from Concept to Release*

*What You Don't Learn In Film School*

*Music Rights Unveiled*

*Directing*

*Film Techniques and Aesthetics*

*A Comprehensive Analysis of Film Finance*

**Create an irresistible brand image and build an audience of loyal and engaged fans... Guerrilla Film Marketing takes readers through each step of the film branding, marketing and promotional process. Tailored specifically to low-budget independent films and filmmakers, Guerrilla Film Marketing offers practical and immediately implementable advice for marketing considerations across every stage of the film production process. Written by leading film industry professional Robert G. Barnwell, Guerrilla Film Marketing teaches readers how to: Master the fundamentals of guerrilla branding, marketing and promotion; Create an integrated marketing plan and calendar based on realistic budgets and expectations; Develop internet and social media marketing campaigns, including engaging studio and film websites and powerful, marketing-centric IMDb listings; Assemble behind-the-scenes pictures, videos and documentaries; Produce marketing materials such as key art, posters, film teasers, trailers and electronic press kits (aka "EPKs"); and Maximize the marketing impact of events such as test screenings, premiers, film festivals and industry award ceremonies. Guerrilla Film Marketing is filled with dozens of step-by-step instructions, checklists, tools, a glossary, templates and other resources. A downloadable eResource also includes a sample marketing plan and audit, a test screening questionnaire, and more.**

**The Big Picture**

**The Fight for the Future of Movies**

**A Legal Toolkit for Independent Producers**

**Money for Your Movie**

**The Independent Filmmaker's Law and Business Guide**

**Produce Your Own Damn Movie!**

**Filmmakers and Financing**