

Complete Independent Movie Marketing Handbook Promote Distribute And Sell Your Film Or Video

In this comprehensive guidebook, three experienced entertainment lawyers tell you everything you need to know to produce and market an independent film from the development process to deal making, financing, setting up the production, hiring directors and actors, securing location rights, acquiring music, calculating profits, digital moving making, distribution, and marketing your movie.

Learn from this comprehensive book, a soup-to-nuts approach to releasing your independent film on DVD. From package design to marketing to authoring to menu architecture to promotion to publicity to penetrating retailers and even negotiating the DVD deal.

While Hollywood executives spend millions of dollars making movies, even more money is poured into selling those films to the public. In the third edition of his comprehensive guidebook, Marketing to Moviegoers: A Handbook of Strategies and Tactics, veteran film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers. Updates to the third edition include a chapter on marketing movies using digital media; an insightful discussion of the use of music in film trailers; new and expanded materials on marketing targeted toward affinity groups and awards; fresh analysis of booking contracts between theaters and distributors; a brief history of indie film marketing; and explorations of the overlooked potential of the drive-in theater and the revival of third-party-financed movie campaigns. While many books have been written on the business-to-business aspect of film promotion, Marich's volume is one of the few that focuses on the techniques used to sell motion pictures to those in a position to truly make or break a film—the public. A highly navigable handbook that breaks down a complicated process into manageable strategies in an easy-to-read style, Marketing to Moviegoers is a must for all professionals and students in today's rapidly evolving film industry.

Michael Dante played the title role in Winterhawk (1975), a Western about a legendary Blackfoot Chief's character and his principles. In this novella sequel, he pens an ageless saga about ruthless railroad executives trying to assassinate him in order to build their railroad dirtily through his territory, taking the Blackfoot land without provocation. Winterhawk and his tribe remain strong as long as they can, to protect the land of their people, the land they call home, before the invasion of progress imposes itself on America. This inspiring story of a brave man, who stands up to and fight against those who have their own agenda for his land, evokes the nostalgic atmosphere of Western series that Dante frequently appeared in during American television's Golden Era, such as Death Valley Days, The Big Valley, Daniel Boone, Custer, The Texan, Bonanza, Maverick, and Cheyenne.

The People and The Process

The King Kong Joke Book

The Complete DVD Book

Ireland Born America Bound

Producing for the Screen

A Handbook of Strategies and Tactics, Third Edition

Create an irresistible brand image and build an audience of loyal and engaged fans... Guerrilla Film Marketing teaches 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 trailers, trailers and electronic press kits (aka "EPKs"); and Maximize the marketing impact of events such as test screenings, premieres, 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.

Save Your Film in the Ultimate Guide to Funding, Financing and Finishing any Independent Film. Written by veteran filmmakers Julia Verdini and Matt Dean, Success in Film has been specially designed to help aspiring producers, directors, writers, actors, editors - anyone who wants to know how to take control of their own destiny in the world of film by making their own movies. Success in Film begins by helping the filmmaker define success for their film and in doing so find the best path to achieve that success. Whether you want financial success, awards, peer recognition, or just a great demo reel of what you can do, Success in Film can help you achieve that success one film at a time. Whether a film is intended for the big screen or the small, Internet release or Theatrical, this concise guide will take the reader from inception to delivery. Topics include: how to find your story, how to find funding, how to deal with investors, how to make a business plan, how to make a budget, how to cast the film, how to find the right crew, how to work with actors, how to self release on amazon, iTunes or other digital platforms and much more! Success in Film is being called one of the best books on the market today for aspiring producers. Written for filmmakers, by filmmakers who know the craft.

The verbal section of the GRE is essentially a vocabulary test. With a few exceptions, if you know the word, you will probably be able to answer the question correctly. Thus, it is crucial that you improve your vocabulary. Even if you have a strong vocabulary, you will still encounter unfamiliar words on the GRE. Many students write off questions, which contain words, they don't recognize. This is a mistake. This book introduces numerous techniques that decode unfamiliar words and prod your memory of words you only half-remember. With these techniques, you will often be able to squeeze out enough meaning from an unfamiliar word to answer a question correctly. Nevertheless, don't rely on just these techniques—you must study word lists. Obviously, you cannot attempt to memorize the dictionary, and you don't need to. The GRE tests a surprisingly limited number of words, and this book has 4000 prime candidates. Granted, memorizing a list of words is rather dry, but it is probably the most effective way of improving your performance on the verbal section. All the words you need for success on the GRE! Features: * 4000 Words Defined * Word Analysis section * 200 Prefixes, Roots, and Suffixes * Concise, practical definitions

Indie Industry Insider: Your cut-out role of indie film producer. Raising funds to do your dream project, producing award-winning films with a low budget, putting some actors on your indie film-it's all double, and this book guides you through the entire process of being a successful producer with bonus tips on how to effortlessly maneuver through the sphere of social media marketing and fundraising tactics. Indie film producer Suzanne Lyons pilots you through the actual making of low budget films to show you how easy and fun it can be. Laid out in a step-by-step, a la Z, matter-of-fact style that shows how the producer's role can be easy, how to treat the film as a business, and especially how to avoid the painful pitfalls faced by so many producers, this book gives you the essential tools you need to make your film a success from the ground up... Begins with the earliest stages of concept development, continues through production & post, and ultimately concludes with distribution... Shows you how to create a buzz for your film through marketing and promotions... Interviews with global producers who produced films using social media, festivals, apps, and more, give you real-world insight that can be applied to your own films... Website points you to a fantastic collection of resources that you'll need to produce your own films (http://booksite.focalpress.com/indiefilmproducing)

The Land of Tomorrow

A Complete Guide from Concept Through Distribution

Guerrilla Film Marketing

Film Marketing

Movie Star!

30 Days to Sell

What could possibly keep Lewis Tiggler from enjoying his twelfth birthday and the last day of school before summer vacation? Having his sister, Lallie, under foot might spoil his special day. But what he doesn't know is that together with Lallie, their precocious cat, and a friendly mouse, they'll all be sucked into a watery hole in the wake of a very strange storm that strikes their seaside village of Mousehole, England. A terrifying voyage through the depths of the ocean takes them to a mysterious place called the Heale, a threatening land filled with secrets and oddities. When they learn that three Topland children are being held captive in Pool, a sea tractor to rescue them and find a way home. But finding a way out is not so easy when you're trapped under the sea in a place that brings things in, but never lets them out. It includes essential information and advice on such subjects as securing a sales agent, providing agents and distributors with necessary promotional materials, working the film markets festivals, and understanding the audience demographics and the industry business practices peculiar to specific territories."BOOK JACKET.

"Marketing to Moviegoers will be an invaluable resource for film marketing executives who need to understand theatrical distribution, consumer product marketers that participate in tie-ins with movies, aspiring filmmakers, and students who want to learn about the process from a practical point of view."BOOK JACKET.

The Singing Cowboys is a nostalgic, back-in-the-saddle examination of the musical B-Western films of the 1930s, 1940s, and 1950s and the singing cowboys that made them so popular. The author, David Rothel, spent a fondly remembered portion of his youth sitting in the Lincoln Theatre in Elyria, Ohio, where the singing cowboys-Gene Autry, Roy Rogers, Tex Ritter, and all the rest-played out their adventures and yodeled their songs on the silver screen. Thousands, perhaps millions, of youngsters from that era shared this common experience during their formative years. First published in 1978, The Singing Cowboys has been out of print for many years. Now, Riverwood Press in association with The Lone Pine Museum of Western Film History has republished the book in an updated, expanded, and repackaged edition. We hope you enjoy!

Think Outside the Box Office

Chris Gore's Ultimate Film Festival Survival Guide, 4th edition

The Essential Companion for Filmmakers and Festival-Goers

Designing, Producing, and Marketing Your Independent Film on DVD

Thriving in Hollywood!

The Complete Film Production Handbook

The role of the film marketer is both vital and challenging. Promotion is one of the industry's biggest costs, with the campaign of a large film costing up to half its production budget. Box office results, however, are wildly unpredictable: relatively few films a year make a profit. These market conditions make this a unique industry and a film marketer's specific and demanding skill set that requires attention early in the career of any marketing student looking to progress in the industry. This new edition of Film Marketing is a thorough update of the first textbook in film promotion. Like in the first edition, Kerrigan takes a socio-cultural, as well as a business view of film marketing and its impact, covering different approaches to promotion according to different aims and audiences internally and externally, and across the world. This book addresses all areas of film marketing from the rigorous perspective of someone with first-hand knowledge of the trade. This new edition also includes: Additional pedagogy and visual examples to reinforce key points A more international range of cases and coverage of non-Western markets to give a global overview of film marketing across the world New and expanded sections on social media, digital promotion, transmedia and crowdfunding This is the original film marketing text which no engaged film or marketing student should be without.

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. The movie musical has been a much loved genre since motion pictures found a voice and learned to sing. Throughout the decades, audiences thrilled to the glamour of the musicals of Busby Berkeley and were emotionally invested in stories about Austrian nuns and the King of Siam with the musicals from Rodgers and Hammerstein. With the advent of Rock 'n Roll, Heavy Metal, R&B, Motown, Punk Rock, and Disco entering the public consciousness, musicals started to sing a very different tune. Into the 1970s, the movie musical became a daring, dangerous, and divinely decadent cinema experience. Lee Gambin's We Can Be Who We Are: Movie Musicals from the 1970s explores this explosive energy and diversity. From the quirky sophistication of On A Clear Day You Can See Forever and the dark unerring genius of Cabaret to the sweet sentimentality of Charlotte's Web, Gambin's book offers insightful film criticism while exhaustively covering the decade. Some of the films Gambin examines include Phantom of the Paradise, Grease, The Wiz, Rock'nRoll High School, Bedknobs and Broomsticks, All That Jazz, Godspell, Hair, The Rose, Saturday Night Fever, The Rocky Horror Picture Show, Willy Wonka and the Chocolate Factory, Pete's Dragon, Tommy, Kiss Meets The Phantom of the Park, and many, many more. The book also features incredible brand new interviews from dozens of the most talented artists who made these movies possible: director John Carpenter discussing his biopic Elvis; Lesley Ann Warren giving fascinating insight into the made for TV production It's A Bird...It's A Plane...It's Superman; auteur filmmaker Norman Jewison delivering two very different musicals with Fiddler on the Roof and Jesus Christ Superstar. This book is loaded with numerous production stories and candid insights into how those films were made and received. Gambin's book also features loads of wonderful photos, many of which have never before been seen including wonderfully candid behind the scenes stills!

In Producing for Profit: A Practical Guide to Making Independent and Studio Films, Andrew Stevens provides real-world examples and his own proven techniques for success that can turn passion into profit. Far more than just insight, the book outlines practical applications that filmmakers of all levels can use to succeed in today's ever-changing marketplace. Readers will learn how to develop screenplays that are commercial, and how to negotiate, finance, cast, produce, sell, distribute, and market a film that will make a profit. The book contains numerous examples from the author's own films, including sample budgets, schedules, and a variety of industry-standard contracts. This is the definitive book that every producer must have!

Creating a Sustainable Competitive Advantage in Selling

Success in Film

The 4000 Words Essential for the GRE

Marketing and Selling Your Film Around the World

The Movie Business Book

Independent Film Producing

Innovation in technology means that almost anyone can make an independent film these days. Although this may be good news for aspiring filmmakers, it also means that the oversupply of independent films on the market has caused acquisition prices to dramatically decrease. As a result, producers and investors rarely recover their initial investment in the films they make. But don't be discouraged! Use this book to learn the realities of the market in advance and map out a winning distribution plan. This comprehensive manual for filmmakers and producers dedicated to film distribution and the marketplace could mean the difference between getting your film out to the public and keeping it "in the can." Learn how to sell your movie to a studio, a cable network, a video distributor, or an international buyer. Self-distribution and other alternatives to traditional distribution are also considered. As well, you'll hear some success stories from producers and hear exactly what buyers are seeking. Stacey Parks has worked with hundreds of hungry filmmakers to get their films a distribution deal and knows how frustrating the whole process can be. Let her show you how you can take control of your filmmaking career and start getting your work seen by audiences with a few little-known distribution secrets. Features include: * Interviews and case studies with producers and distributors * Ten ways to market your film for self-distribution * Sales projections per territory * Distribution resources listings * Negotiation tips for distribution agreements * Sample distribution agreements * What you must know to get your independent film distributed * Written by a distributor who knows the process inside and out * Interviews with buyers and acquisitions executives from every sector of the business on what kinds of films they look for, what they're sick of seeing, and how their acquisitions processes work * Website features sample distribution agreements, budgets, and more! New to this edition: * Completely updated for modern distribution practices (broadcast, DVD, VOD, and other kinds of distribution deals) * New coverage on crowd-funding, social media, film marketing, and deal memos * Get the best inside distribution secrets from brand new interviews with an international cast of directors, producers, and distribution experts who share their experiences * Companion website features helpful downloadable forms and templates, sample distribution memos, and a great resource section * What you must know to get your independent film distributed * Written by a distributor who knows the process inside and out * Interviews with buyers and acquisitions executives from every sector of the business on what kinds of films they look for, what they're sick of seeing, and how their acquisitions processes work

As the digital revolution has democratized film production, a new hybrid model of distribution is the way independent filmmakers can take control of their own distribution. This approach is not just DIY or Web-based - it combines the best techniques from each distribution arena, old and new. In Think Outside the Box Office, Reiss explains audience identification and targeting, negotiating split-rights agreements, the new role of film festivals and more.

This is the story of an Irish family from Cork Ireland. It documents how they survived in the 50's and 60's and will take you on a roller coaster ride of every emotion, sometimes all on the same page. Here you will read of an inspiring mother, always encouraging her six children to laugh at life, and believe in tomorrow. She did this inspiring while battling a domineering old grandmother, and an alcoholic husband, as her children drank tea from their jam jars, and read by a candle. Its a book filled with humor, drama, and dreams that come true, culminating in the author meeting his American dream. It's said the book is like, Irish Stew for the Soul. You will feel uplifted when you finish reading a book that seems to be everyone's story.

Hollywood can seem like a tricky beast, but the more you know about its wily ways, the less intimidating it is, and the more fun its wild nature will be. "Thriving in Hollywood" is a compilation of 25 pieces written by 21 different women in the entertainment industry from the first year of msintehbiz.com. Whether you are brand new to the business or an industry veteran, "Thriving in Hollywood" will keep you motivated, inspired and arm you with knowledge.

We Can Be Who We Are: Movie Musicals from the '70s

Independent Feature Film Production

Harriet and the Piper (EasyRead Comfort Edition)

Digital Influencer

The Independent Film Producers Survival Guide: A Business and Legal Sourcebook

The Complete Guide to Film and Digital Production

The guerrilla guide to marketing and selling an indie film. Some people are just there for the loot bags. But most of the people at a film festival are trying to market and sell an independent film. Don't be just one of the horde. Use Chris Gore's Ultimate Film Festival Survival Guide to help your indie film stand out. Entertainment Weekly loves Gore's book, calling it a "treatise on schmoozing, bullying, an otherwise wesseling one's way into the cinematic madness known as film festivals." The newly revised and updated fourth edition includes full listings for more than 1,000 film festivals, with complete tips and contact information of the Big Ten festivals. With detailed, fresh how-tos for marketing, distributing, and selling a film and using websites to build buzz, plus interviews with top festival filmmakers, step-by-steps on what to do after your film gets accepted, and explanations of how to distribute a film, Chris Gore's guide tells filmmakers exactly how to become a player in the indie world. Chris Gore's Ultimate Film Festival Survival Guide includes access to Chris Gore's online database with complete listings for more than 1,000 festivals-find the best for indie, documentary, short, student, digital, and animation!

This book gives street-level instruction and real-world examples on how to promote, distribute, and sell a production.

This expanded, updated, and revised third edition of Lorene Wales' The Complete Guide to Film and Digital Production offers a comprehensive introduction to the positions/roles, procedures, and logistics of the film and digital video production process, from development and pre-production all the way to marketing and distribution. Lorene Wales offers a hands-on approach suitable for projects of any budget and scale, explaining every stage and key role/position in the life of a film and providing a wealth of sample checklists, schedules, accounting paperwork, and downloadable forms and templates for practical use. Other topics include a description of the latest mobile apps used in production, tax incentives, the DIT, set safety, and an expanded chapter on copyright, fair use and other legal matters. A companion website includes video tutorials, a personnel hierarchy, a guide to mobile apps useful during production, PowerPoint for instructor use, and a complete set of sample production forms and templates for download, including schedules, accounting paperwork, releases, and production checklists.

All profits from the sale of Shiftability will be donated to charity water.org. Acclaimed business leaders Mitch Little and Hendre Coetzee share their decades of expertise in this innovative guidebook focused on helping you succeed in the sales force. The ways we do business and engage with customers are constantly changing in our high-tech, global world. Sales professionals must also change their methods to reach clients. In their book, Mitch and Hendre show how to achieve the mind-set shift you need first in order to have the capacity to change your methodologies. Mitch's expertise comes from leading sales and marketing teams at Microchip Technology, which reached its one-hundredth consecutive quarter of profitability in 2015. Hendre is a transformation specialist and adviser business executives and boards on reaching their full potential. Together, these experts identified six core shifts-some surprising-that will empower sales professionals and lead to success. The sales world will continue to undergo dramatic changes. New strategies and methods are essential, but they require the right mind-set. Shiftability lists the necessary mental groundwork sales professionals need in order to implement these changes in methodology and thrive in a new environment. Brent Adamson, author of The Challenger Sale and The Challenger Customer, reiterates the importance of adaptability in the sales profession in his foreword.

Under the Puddle

The Inside Guide to Independent Movie Production

Winds of Pood

The Complete Idiot's Guide to Independent Filmmaking

Shiftability

A Business and Legal Sourcebook

They used to call King Kong the "tallest, strongest, handsomest leading man in Hollywood." Now you can add that he's howling funny as well. Jokes and humor with Godzilla, Mothra, Tarzan and others of the Monster-Verse.

In this comprehensive guidebook, three experienced entertainment lawyers tell you everything you need to know to produce and market an independent film - from the development process to deal making, financing, setting up the production, hiring directors and actors, securing location rights, acquiring music, calculating profits, digital moving making, distribution, and marketing your movie. This all-new second edition has been completely updated.

What does every mile mean to you? When you hit the trails, the road, the track or the treadmill, what does each mile mean? A group of runners and walkers from around the world share their stories as they let us know what every mile matters means to them. Get ready to be inspired.

Nominated for a Small Business Marketing Book award. You have 30 days to convert a user to a paying customer starting NOW. The clock is ticking. What will you do? Collecting and analysing the messaging and strategies the leading e-commerce, software and service companies use as they convert trial users to customers in the most important 30 days after sign-up. Each companies strategy is broken down and presented in an easy to use and understand visual guide. 30 days to sell is a must buy if you are looking to automate and improve new customer conversion. This book covers: Activation campaigns from the worlds leading web companies. Easy reference guide - what message to send and when. Full page examples of each marketing message. Steal ideas from successful entrepreneurs, marketers and growth hackers. Two new bonus chapters showcasing more activation campaigns.

A Practical Guide to Marketing Independent and Studio Films

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

Marketing to Moviegoers

GRE 4000

Every Mile Matters

A Handbook of Strategies Used by Major Studios and Independents

Innovation in technology means that almost anyone can make an independent film these days. Although this may be good news for aspiring filmmakers, it also means that the oversupply of independent films on the market has caused acquisition prices to dramatically decrease. As a result, producers and investors rarely recover their initial investment in the films they make. But don't be discouraged! Use this book to learn the realities of the market in advance and map out a winning distribution plan. This comprehensive manual for filmmakers and producers dedicated to film distribution and the marketplace could mean the difference between getting your film out to the public and keeping it "in the can." Learn how to sell your movie to a studio, a cable network, a video distributor, or international buyers. Self-distribution and other alternatives to traditional distribution are also considered. As well, you'll hear some success stories from producers and hear directly from buyers what they are seeking. Stacey Parks has worked with dozens of hungry filmmakers to get their films a distribution deal and knows how frustrating the whole process can be. Let her tell you how you can take control of your filmmaking career and start getting your work seen by audiences with a few little-known distribution secrets. Features include: * Interviews and case studies with producers and distributors * Ten Ways to Market Your Film for Self-Distribution * Sales Projections per Territory * Distribution Resource Listings * Negotiation tips for distribution agreements * Sample distribution agreements

The number of independent films produced each year has almost doubled in the past decade, yet only a fraction will succeed. If, like many filmmakers, you have no industry connections, little to no experience, and a low or ultra-low budget, this outsider's guide will teach you what you need to know to produce a standout, high-quality film and get it into the right hands. Written by an entertainment lawyer and experienced director and producer, this handbook covers all the most essential business, legal, and practical aspects of producing on a low budget, including: Scripts Business plans Copyright issues Equity and non-equity financing Fund-raising Tax considerations Talent recruiting Scheduling Distribution Securities laws Film festivals and more Also discussed are the new crowd funding laws covered by the JOBS Act, making this book a must-read for every indie producer in today's economy. If you want to produce a film that gets attention, pick up the book that is recommended or required reading at film, business, and law schools from UCLA to NYU. Whether you're a recent film school graduate or simply a Hollywood outsider, Independent Film Producing will be like having a best friend who is an experienced, well-connected insider.

Producing for the Screen is a collection of essays written by and interviews with working producers, directors, writers, and professors, exploring the business side of producing for film and television. In this book, over 30 industry professionals dispel myths about the industry and provide practical advice on topics such as how to break into the field; how to develop, nurture, and navigate business relationships; and how to do creative work under pressure. Readers will also learn about the entrepreneurial expectations in relation to marketing, strategies for contending with the emotional highs and lows of producing, and money management while pursuing producing as a profession. Written for undergraduates and graduates studying filmmaking, aspiring producers, and working producers looking to reinvent themselves, Producing for the Screen provides readers with a wealth of first-hand information that will help them create their own opportunities and pursue a career in film and television.

Featured on Forbes as a "marketing book you have to read before your competition!" As seen on Forbes, Entrepreneur Magazine, Inc. Magazine, Search Engine Land, Marketing Land and more. Take control now! Learn how to become an influencer from veteran UCSD teacher, online marketing consultant and author, John Lincoln. This book as exact, step-by-step strategies to reaching influence status. Get it now! It is all for a good cause. 100% of proceeds from the first 1,000 books sold will be donated to families where a member is struggling with cancer. Help us reach our goal. Digital Influencer: Book Description | by John Lincoln, MBA, CEO, Entrepreneur UCSD Teacher Who will you be in life? Will you be a follower? Or will you be an influencer? Definition Digital Influencer: An online persona with the power to stimulate the mindset and affect the decisions of others through real or perceived authority, knowledge, position, distribution or relationships. This book does not hold anything back. But neither can you if you want to be an influencer. You have to fully dedicate yourself, otherwise it is impossible. Too often, people believe that influencers are born, not made, and that can't learn how to do what they do. Wrong! You can become an influencer and do so much more quickly if you are focused and know the right steps to take. This practical guide to becoming an influencer in your industry will explain what influence is and how it works. It will show you how to grow your following, build credibility and develop your identity as an authority in your field. It will provide direction in how to educate yourself, create compelling content, harness the power of social media and engage with your community. It will teach you how to build an online persona that is so powerful, a simple social media update or blog post will be able to affect change in your industry. This process works. I have done this for myself and hundreds of clients. This book is your shortcut to reaching influencer status fast. Instead of wasting decades or even your entire life trying to figure out what you need to do, I'm just going to tell you how it works. I'll also help you develop a personal plan. I am going to start off by giving you some important background information and concepts that are critical to know if you want to become an influencer. As we progress, I will give you more specifics regarding tools, strategies and even a timeline. This book is the complete guide to become a leader and influencer in your industry. Buy it now, it will be one of the best investments you have ever made in your career and life. Short Bio - John Lincoln John Lincoln is CEO of Ignite Visibility and a digital marketing teacher at the University of California San Diego. Lincoln has worked with over 400 online businesses and has generated millions in revenue for clients. He is a noted author on Search Engine Land, Marketing Land, Search Engine Journal and Entrepreneur Magazine and has been featured on Forbes, CIO Magazine, Good Morning San Diego, the Union Tribune and more. Lincoln has been awarded top conversion rate expert of the year, top SEO of the year, best social media campaign of the year and top analytics column of the year. In 2014 and 2015, Ignite Visibility was named #1 SEO company in California and top 2 in the nation.

The Ultimate Guide to Film Distribution and Marketing for the Digital Era

Promote, Distribute & Sell Your Film Or Video

The Ultimate Guide to the Branding, Marketing and Promotion of Independent Films & Filmmakers

Producing for Profit

The Independent Film Producer's Survival Guide

The Singing Cowboys

Designed for people who want to tell a story their way, 'The Complete Idiot's Guide to Independent Filmmaking explains everything a budding auteur needs to know, from literary development and financial and organizational pre-production to principal photography production, post-production assembly, exhibition and distribution, and more. The advent of desktop editing and a wide range of consumer cameras enable the average person to create a 'film studio' at home. A great 'textbook' for novice filmmakers, whether film students or on-their-own auteurs. The proliferation of film festivals around the world, many of which encourage submissions from 'amateur' filmmakers, shows that there are countless filmmakers who aren't learning the ropes in school. Author has terrific credentials and has a feature-length script in development in Hollywood.

The book videocam amateurs have been waiting for. Filled with advice and anecdotes from top filmmakers, this definitive guide explores the nuts and bolts of making a successful independent movie. Photos.

Everything you need to know to produce and market your independent film, from industry professionals with insider knowledge

Independent Feature Film Production is an essential guidebook for filmmakers. Gregory Goodell addresses the making of independent films, taking the reader through the process of the independent film's development phase: the script, commitment from the director and actors, and the legal structure necessary to raise money to make the picture. Whether interested in learning to make a movie on a shoestring budget or on a larger scale, this book guides the reader through the entire proces of developing an independent film. This new edition has been completely updated to reflect changes in every aspect of the moviemaking process. Chapters are divided into five sections: Legal Structuring and Financing, The Preproduction Package, The Production Package, Postproduction, and Distribution and Marketing.

The Walls and a Roof

A Guide for Independent Filmmakers

Making Movies

The Insider's Guide to Independent Film Distribution

A Guide to Achieving Influencer Status Online

The Complete Independent Movie Marketing Handbook

This book is for working film/TV professionals and students alike. If you're a line producer, production manager, production supervisor, assistant director or production coordinator--the book has everything you'll need (including all the forms, contracts, releases and checklists) to set up and run a production--from finding a production office to turning over delivery elements. Even if you know what you're doing, you will be thrilled to find everything you need in one place. If you're not already working in film production, but think you'd like to be, read the book -- and then decide. If you choose to pursue this career path, you'll know what to expect, you'll be prepared, and you'll be ten steps ahead of everyone else just starting out. New topics and information in the fourth edition include: * Low-budget independent films, including documentaries and shorts * Information specific to television production and commercials * The industry's commitment to go green and how to do it * Coverage of new travel and shipping regulations * Updated information on scheduling, budgeting, deal memos, music clearances, communications, digital production, and new forms throughout

Drawing from a variety of experts in an industry that has seen major disruptions and technology advancements since the third edition, The Movie Business Book offers a comprehensive, authoritative overview of this fascinating, global business. A must-read for film students and industry newcomers, this new edition features key movers and shakers, such as filmmaker-actor Jay Duplass, (The Puffy Chair, Cyrus), Marvel Studios President Kevin Feige, Walt Disney Studios Chairman Alan Horn, director Doug Liman (Edge of Tomorrow, Mr. and Mrs. Smith, Bourne Identity), National Amusements President Shari E. Redstone, Warner Bros. Pictures Worldwide Marketing Executive Vice President Blair Rich, and many others. A definitive sourcebook, it covers the nuts-and-bolts details about financing, revenue streams, marketing, globalization, micro-budgets and much more.

A Guide to Funding, Filming and Finishing Independent Films

Winterhawk's Land

Tenacious Tales and Tactics from Ms. in the Bic

How to Produce a Low-Budget Feature Film