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"Marketing to Moviegoers" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely-guarded marketing secrets of the major motion picture studios.

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

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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 retailiers and even negotiating the DVD deal.

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.

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 and festivals, and understanding the audience demographics and the industry business practices peculiar to specific territories."--BOOK JACKET.

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. In addition, 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

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.

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 directly 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.

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

Designed for people who want to tell a story their way, 'The Complete Idiot's Guide to Indpendent 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 homne. 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.

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