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How To Make And Sell Your Film Online And Survive The Hollywood Implosion While Doing It: No Festivals. No Distributors. No Budget. No Problem.



Synopsis

Steven Spielberg has said, "There's going to be an implosion.... [M]egabudget movies are going to go crashing into the ground...and that's going to change the paradigm." If the Hollywood implosion does come to fruition then where do aspiring filmmakers go to make a living? This unique survival guide is designed to help independent filmmakers navigate the terrain of direct digital distribution. It will show them how to really sell a product online. There are a lot of books on how to make a movie and how to be part of the Hollywood machine, but this step-by-step guide will show you how to bypass all of that. You'll learn how get to the heart of making and selling digital products (your film) directly to an audience online and build a sustainable business from it.

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Customer Reviews

As an independent filmmaker, I read a lot of books on marketing and distribution, especially now since everything is being upended due to the ability of indie filmmakers like myself to self-distribute their films using streaming sites like Vimeo, VHX, and even instant video, which is where I sell my work. Scott's book is a tremendous resource because it not only offers expert advice on the best way to market and sell your movie, it also takes you step by step through the process of making an indie film because he did it himself when he made an amazing little movie called "The Cube" for only \$500.00 In addition, Scott offers a lot of practical advice in low/no budget scriptwriting, putting together a crew, choosing the right equipment and more. And, through his expertise, he's able to give a lot of suggestions on the best methods of getting an audience for your work once you've put

it out on the net for people to watch/stream. In addition to this book, Scott hosts a weekly podcast on iTunes and Youtube that's a very valuable addition to this book - you can get the latest info on marketing/self-distribution techniques by watching these videos and reading the book together - that's what I've done and I feel that as I prepare to make my second very low budget feature film I have a lot more knowledge and confidence that I'll be able to not only make a great movie, but that I'll also be able to make my money back and even make a profit using Scott's techniques and advice. I strongly urge every indie filmmaker, whether a newbie or experienced, to both read this book and watch Scott's weekly video podcasts. You won't be disappointed!

What is the future of filmmaking? Can you really make a movie yourself? What resources do you have available to you? Is it possible to make a full time living from your film projects? I met Scott a few years ago when he made his film, 'The Cube' for \$500. Having met him, had him as a guest on my podcast, and now working with him on a project, Scott is a filmmaker who's actually going out and making films. In his latest book, 'How to Make and Sell Your Film Online,' it picks up where his last book left off. In, 'How to Make and Sell Your Movie', Scott takes you through 25 missions. From mission one (making your own system for various income) to mission 25 (changing from the journey), Scott details not only what he's learned from making his own films but also implements ideas from several well-known books. Here's my advice. Don't go to film school. Buy yourself a few books - "1. Rebel with a Crew by Robert Rodriguez 2. Making Movies by Sidney Lumet 3. Make your own damn Movie by Lloyd Kaufman 4. The Visual Mindscape of the Screenplay by Bill Boyle 5. How to Make and Sell your film by Scott McMahon After reading, write your screenplay then shoot your film. It'll be A LOT cheaper than going to film school.

Incredibly useful book for ANYONE--not just filmmakers! Whether you want to crack the Hollywood scene, or just figure out how (and WHY) certain properties "take off" in the modern media marketplace (and why others never gain a foothold), this book is for you. The author offers real insight into the way the game is changing--and "the game" encompasses everything from Hollywood blockbusters to YouTube and Soundcloud sensations...to your teen's Twitter feed. McMahon's in-depth analysis will leave you with a MUCH BETTER understanding of how to navigate these shifting sands--he makes the point over and over that in today's hyper-connected (and content-sharing!) world, knowing your "ideal fan" is the key to success. Even if you are just looking to add Twitter followers, McMahon helps you understand why people are drawn to certain feeds--or crowd-funding projects--rather than others. And he gives you the tools to discover who you should

be making your content FOR. And oh, yeah--he also gives you incredibly practical advice on to how to MAKE a movie. From designing the poster to setting up your LLC to providing a sample "General Agreement" contract for your crew to sign, IT'S ALL HERE. You get the "cover-yer-a\$\$\$" nitty-gritty and the meta-marketing--everything necessary to not only do the job, but to make sure IT REACHES AN AUDIENCE. After years of storyboarding for film/TV and making video games, I am now making comic books, and it's amazing how much of this book applies to ALL these fields. I am finding this book just as useful for understanding--and succeeding!--in comics as it is relevant to the movie projects I've worked on. A huge help. Highly recommended.

Scott McMahon has written a very thorough and well researched book about the new shift in how independent movies are being made and more importantly SOLD. You can find hundreds of books about how to Write, Shoot and Edit an independent movie but very few delve into the often ignored aspect of actually making money with it. If you are still holding onto the hope and prayer business model for your film projects, this is not the book for you. If you want to start taking control of your own films and create a legitimate business model selling directly to your audience? Read this book!

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