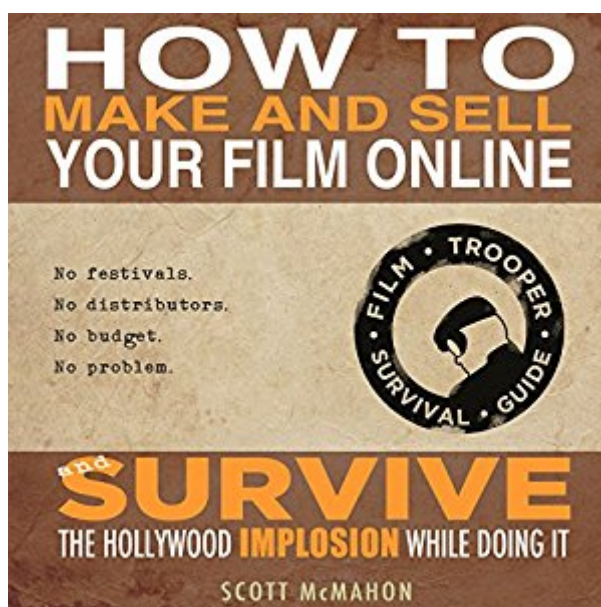


The book was found

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.

Book Information

Audible Audio Edition

Listening Length: 6 hours and 40 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Arrowinn Entertainment

Audible.com Release Date: April 28, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B00WUGJISC

Best Sellers Rank: #82 in Books > Audible Audiobooks > Arts & Entertainment > Art #471 in Books > Arts & Photography > Other Media > Film & Video #2615 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

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!

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 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.

I thought this book would be like other filmmaking books and talk about the usual social media strategies and stuff, but I was wrong. This book is so much more. Being good at social media is only a small part of the bigger picture. The author clearly illustrates the bigger picture for all aspiring filmmakers who want to make a living in the new digital age. I've never really seen anyone refer to the film as only an advertisement for something bigger. By flipping the conventional thinking on its

head, it reveals how not only the film business works, but how any business works. Although the author goes into helpful tips for micro-budget filmmaking, I preferred the chapters (or missions as the author has labeled them) that talked about the business and marketing. I strongly recommend reading this book for any independent author wanting to sell their digital products online.

Extremely helpful book for micro budget film makers. A clear dose of reality, delivered optimistically.

An invaluable no BS guide for indie filmmakers.

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.

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