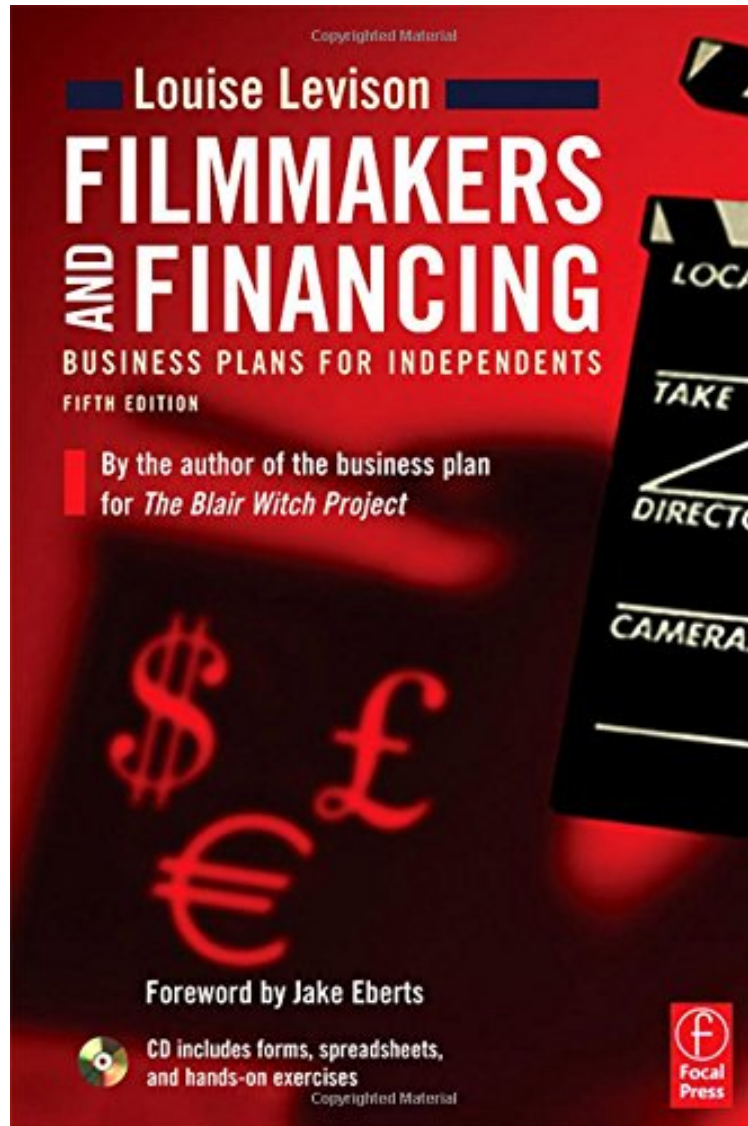


(Mobile pdf) Filmmakers and Financing: Business Plans for Independents (American Film Market Presents)

Filmmakers and Financing: Business Plans for Independents (American Film Market Presents)

Louise Levison

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people found the following review helpful. The Absolute Authority On Film Financing By C. Tovar BUY THIS BOOK. If you are an independent filmmaker and want to learn about film financing from a truly accomplished expert, then by all means, purchase this book and every new edition that comes out. Louise is a fantastic mentor and her book has become a mainstay... I had the opportunity to attend two workshops featuring her, as well as a private consultation and she is definitely an experienced, grounded voice in the field of film finance. Her book clearly lays out everything you need to know about writing a business plan for your independent feature film and it provides clear examples and reasoning for why things are done the way they're done. By all means, this is a MUST-READ for every independent director, producer and filmmaker. 0 of 0 people found the following review helpful. Don't Buy It; I Don't Want the Competition By Michael Kane In short, this book really lays out the mechanics of writing a filmmaker's business plan in a lively, entertaining style. It really is a business, folks.

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.

"If you want to make an independent feature you need money, which means you need a business plan, which means you need Levison. Project outlines, industry overview, marketing, sample business plans, distribution, financial planning, loans and partnerships are all included. There is even a nifty CD-ROM supplement that comes with the book." - Jeffrey M. Freedman, Script Magazine "A book like this, in my opinion, is an investment in your future as a serious filmmaker. It will be a mainstay on my bookshelf and will be referenced over and over again with each film that I write a business plan for. Worth every penny." - Eric Henninger, Bald Brother's Studio Productions From the Publisher Each chapter concentrates on a specific section of the business plan, such as the executive summary, industry, market, distribution financial planning, etc. There is also a sample business plan for reference as you write your own. Ms. Levison provides you with the information you need to approach potential investors, including: defining your goals and objectives; describing your proposed films; researching your markets and distribution systems; developing complete financial projections; applying the plan to the management of your company. Even if you have no previous financial experience, the book will give you the tools necessary to write a direct, dynamic business plan that will attract investors to your projects. About the Author Levison is President of Business Strategies (www.moviemoney.com), a consulting firm in Sherman Oaks, California, specializing in business plan packaging and venture capital financing. Ms. Levison is a visiting lecturer in the Department of Entertainment Studies of the Extension Program at UCLA and is publisher and editor of The Film Entrepreneur newsletter. She regularly conducts workshops on financing for organizations and at film festivals. Levison holds an M.B.A. in finance. Levison is President of Business Strategies (www.moviemoney.com), a consulting firm in Sherman Oaks, California, specializing in business plan packaging and venture capital financing. Ms. Levison is a visiting lecturer in the Department of Entertainment Studies of the Extension Program at UCLA and is publisher and editor of The Film Entrepreneur newsletter. She regularly conducts workshops on financing for organizations and at film festivals. Levison holds an M.B.A. in finance.