



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

By Louise Levison

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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.

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Editorial Review

Review

"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. A sample business plan provides readers with a reference as they write their own plans. This book provides information needed for approaching potential investors, including: defining goals and objectives, describing proposed films, researching markets and distribution systems, developing complete financial projections, applying the plan to the management of one's company.

The third edition includes a new chapter on the growing use of the internet as an outlet for film.

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.

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