



The Beginning Filmmaker's Business Guide: Financial, Legal, Marketing, and Distribution Basics of Making Movies

Renee Harmon

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This book provides an orientation in four key areas essential to the business of making films: financial, legal, marketing, and distribution. With Renee Harmon by your side, you will learn how to prepare a professional prospectus for your film, the importance of "high concept" and "hook," how to develop a theatrical release plan, and what should go into an electronic press kit. Here are facts you need to know about letters of intent, presales, completion bonds, sell-through, theatrical windows, cost-profit scenarios, pick-up deals, and saturation - plus many other issues you need to understand to succeed in the film industry. Whether you want to market a single video or launch an entire film company, this is the book to read first.

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