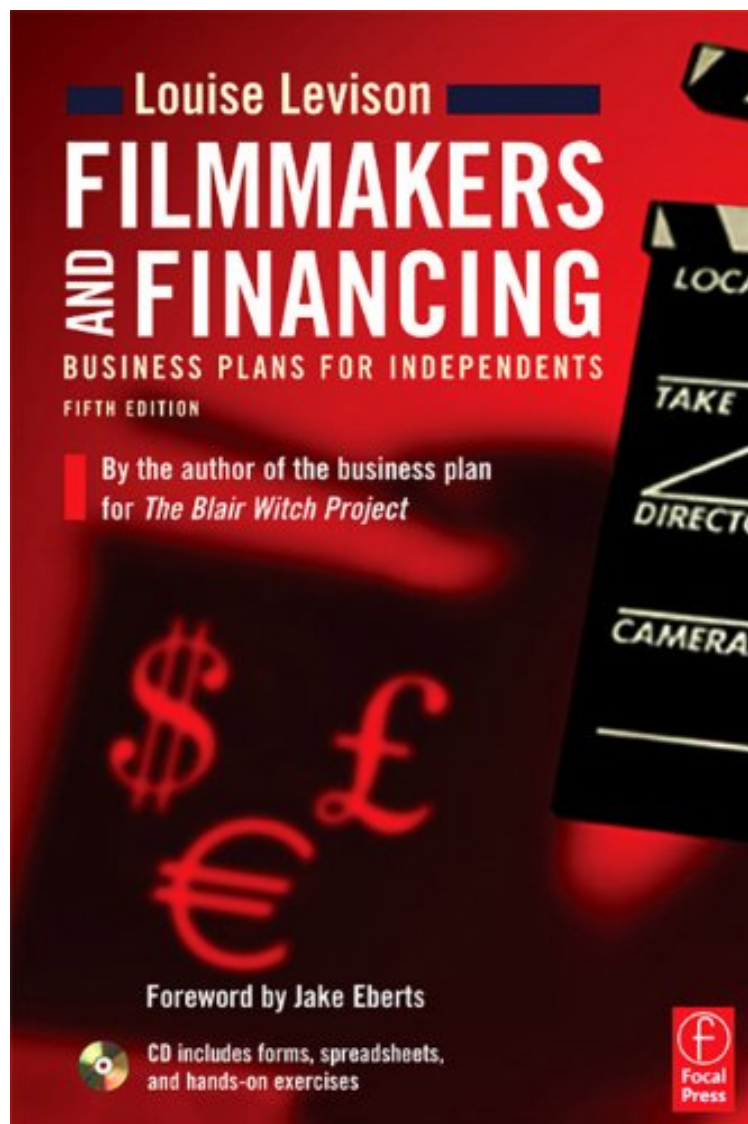


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Filmmakers and Financing: Business Plans for Independents (American Film Market Presents)

Louise Levison

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Louise Levison : Filmmakers and Financing: Business Plans for Independents (American Film Market Presents) before purchasing it in order to gage whether or not it would be worth my time, and all praised Filmmakers and Financing: Business Plans for Independents (American Film Market Presents):

0 of 0 people found the following review helpful. Must have for future indie producersBy MK McFaddenAn informative read that breaks down how to create a business plan to get film funding. Easy to read and follow.0 of 0

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. 6 of 6 people found the following review helpful. better than basic/could be more specific By film book reader "Filmmakers and Financing..." is pretty good at helping you piece together a business plan for making a film (or creating a production company) and is better than a lot of the material on the web related to general business plans because it deals with issues specific to films and the filmmaking business. On the other hand, another reviewer has suggested that the book wasn't specific enough and that the example "fictional" business plan didn't seem to have enough substance. I agree with that comment. The author, who helped the "The Blair Witch Project" folks with their business plan, could have suggested some real-life examples (tough to walk the fine line drawn by naturally protected "proprietary information"). It's nice to see what a multi-million dollar production company business might look like, but I have to say that if I'm going to handle that kind of money, I'm probably going to retain a consultant to help prepare my business plan--maybe even the author! It's a good review of things you should know. Glad I read it. I think I'll pass it along to the next person.

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.

An essential book for any filmmaker raising their own \$ who wants to be taken seriously in the business world. 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.