

FILMMAKER QUESTIONNAIRE:

(sample questions asked in an initial IndieMarketing consultation)

Basic questions a filmmaker should ask themselves about their project:

1) Why are you making this project?

- a) passion with the intent to ultimately make a profit
- b) passion with the intent to complete a project and to tell a story, and not necessarily make a profit

If your intent is to make a film that makes money, then you need to ask yourself the following questions and follow the rules of marketing. But more so, keep in mind that most independent films, that are successful in traditional distribution, have star power. Talent is key. Be it a lead, a cameo or a narrator. This name will allow you to have press coverage, sell tickets at the box office, get retail DVD distribution, and will help to secure financing.

NOTE: Notice the options all contain the word passion. If you do not have true passion for your own project, no one else will. Without passion, the film will have no heart and will not be marketable. Be diligent to hire production crew who have a personal passion for the project and are not just work for hire.

2) Who is your target audience?

Note: If your answer is “everyone” you need to think harder. You need to identify a “niche” market appropriate to your project.

3) What makes your project unique?

Note: To be marketable, a project needs to be unique. Your project must stand-out, above the other 7,000 projects annually that are produced, and to give reason for distributors and your audience to select YOUR project.

4) Who are your possible distribution partners?

Note: understanding your audience and distribution choices before you produce your project will help define your script, your choice in actors, your production value and your ability to raise funding.

5) Do you have a business plan?

Note: Your project, no matter how personal, should be considered a “product” or a “brand.” No manufacturer would launch a product into the marketplace without having thought out completely

1) production 2) marketing/branding; 3) distribution and 4) ROI. Do your homework upfront.

IndieMarketing will help you define and reach your target market by creating a strategic plan, specific to your project. We will create a branded identity that is professional and unique, so that you stand above the competition. And, IndieMarketing will help you find distribution. We are your perfect production partner.