
DO-IT-YOURSELF (DIY) DISTRIBUTION



SELF DISTRIBUTION

DIRECT DISTRIBUTION

DIY DISTRIBUTION

This workshop is perfect for ...

- Filmmaker who **doesn't** have a distribution deal
- Has a distribution deal, but is **unsatisfied** with the results
- Planning a project to **pitch** to investors
- Planning a project **without** investors
- Just want to **know** ...

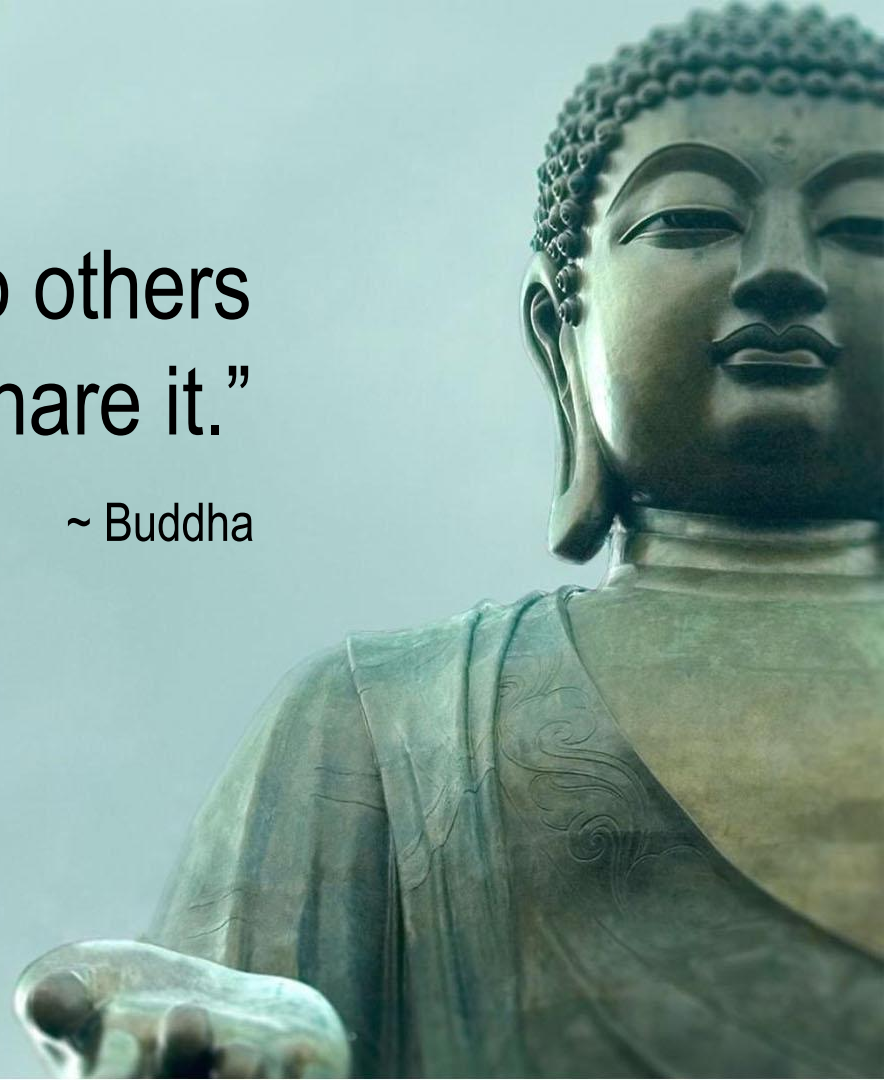
ELIXIR

ELIXIR ...

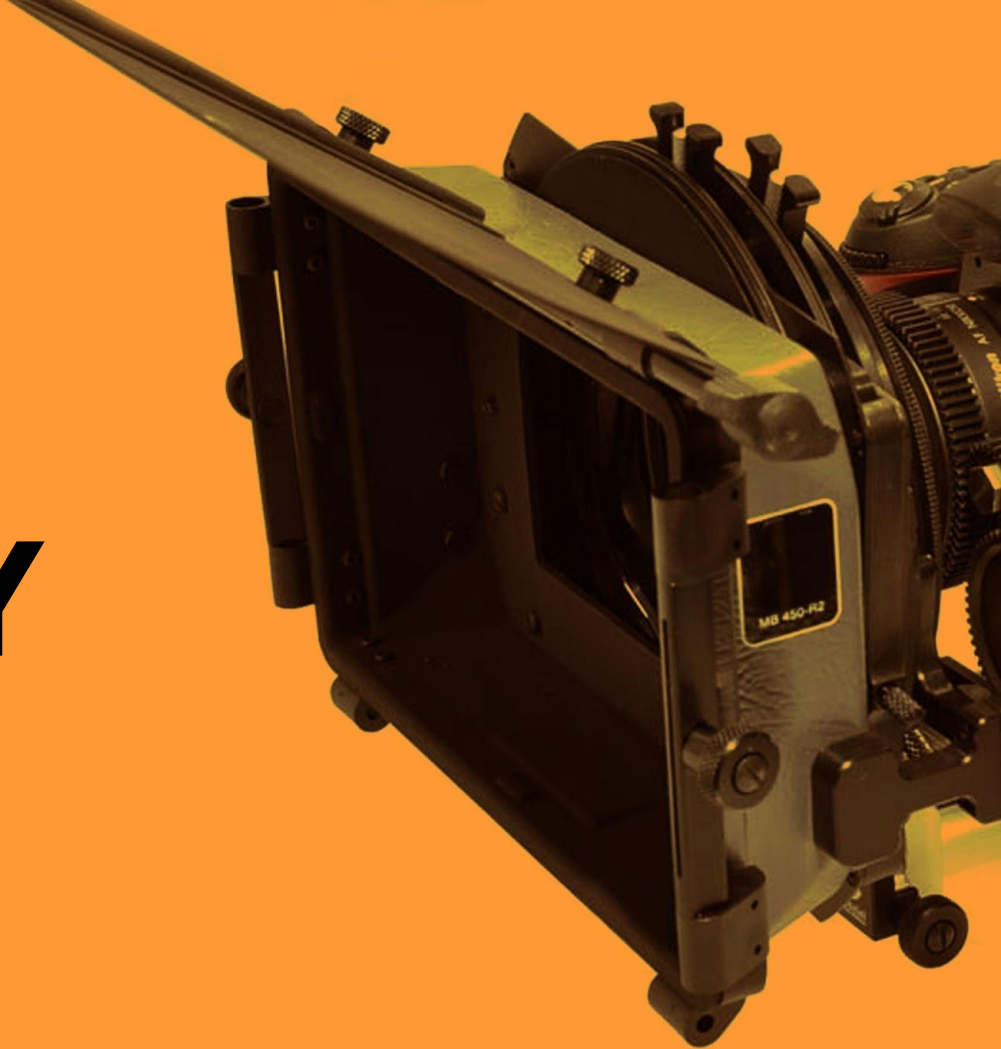
- **Why**
- **Purpose**
- **Theme**

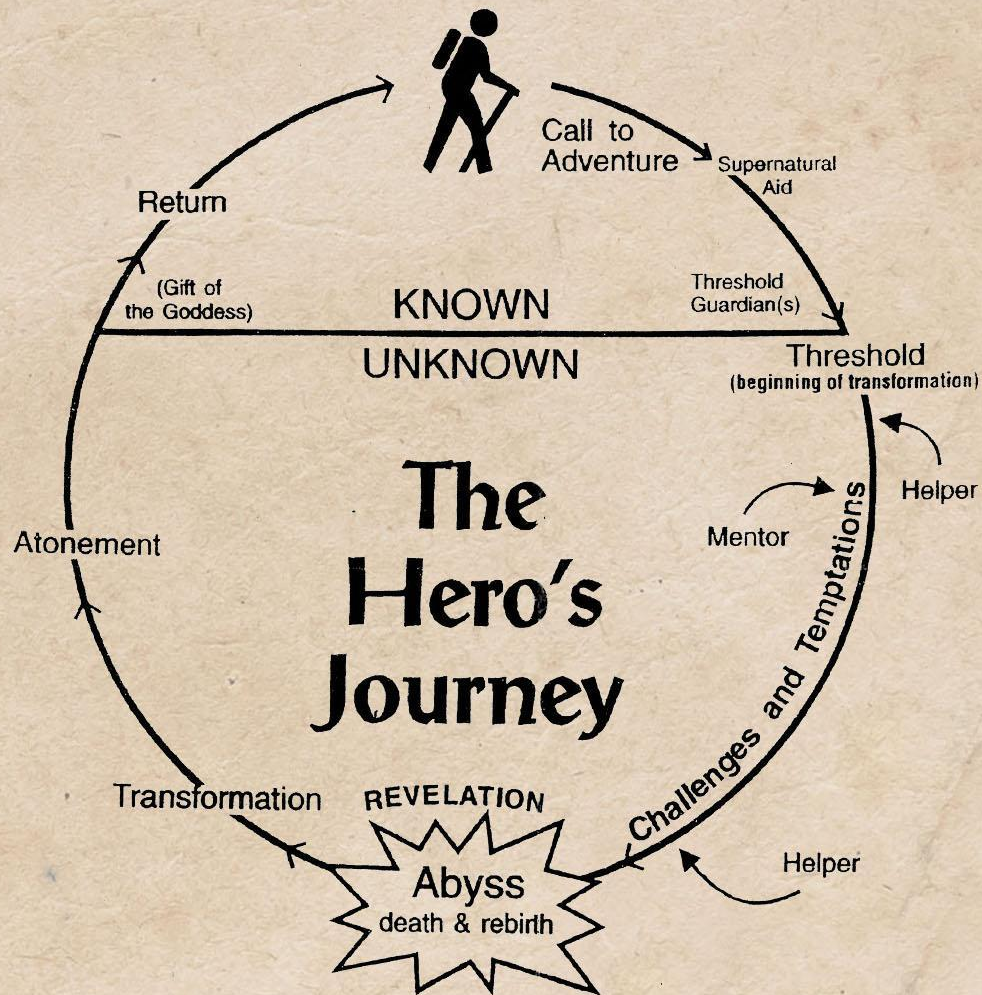
“The greatest gift to give to others
is your enlightenment ... share it.”

~ Buddha



HERO'S JOURNEY





WHO YOU?



HELLO
MY NAME IS ...
SCOTT McMAHON





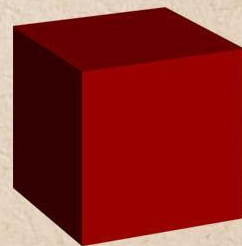
FILM SCHOOL



PLAYSTATION



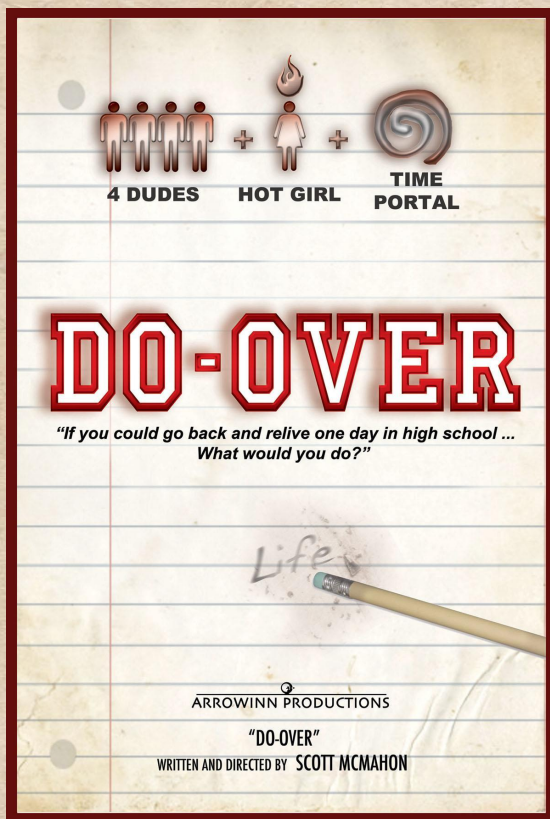
DO-OVER



THE CUBE

PLAYING IN THE BIG SANDBOX





2007



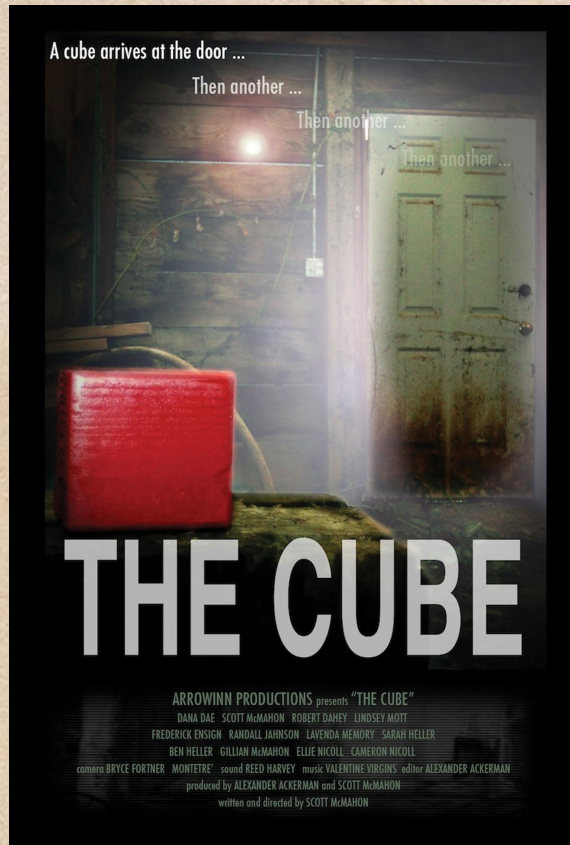
2010

little **SANDBOX?**



WHAT ARE THE PAINS?

- **NO MONEY**
- **NO RESOURCES**
- **BAD CREW**

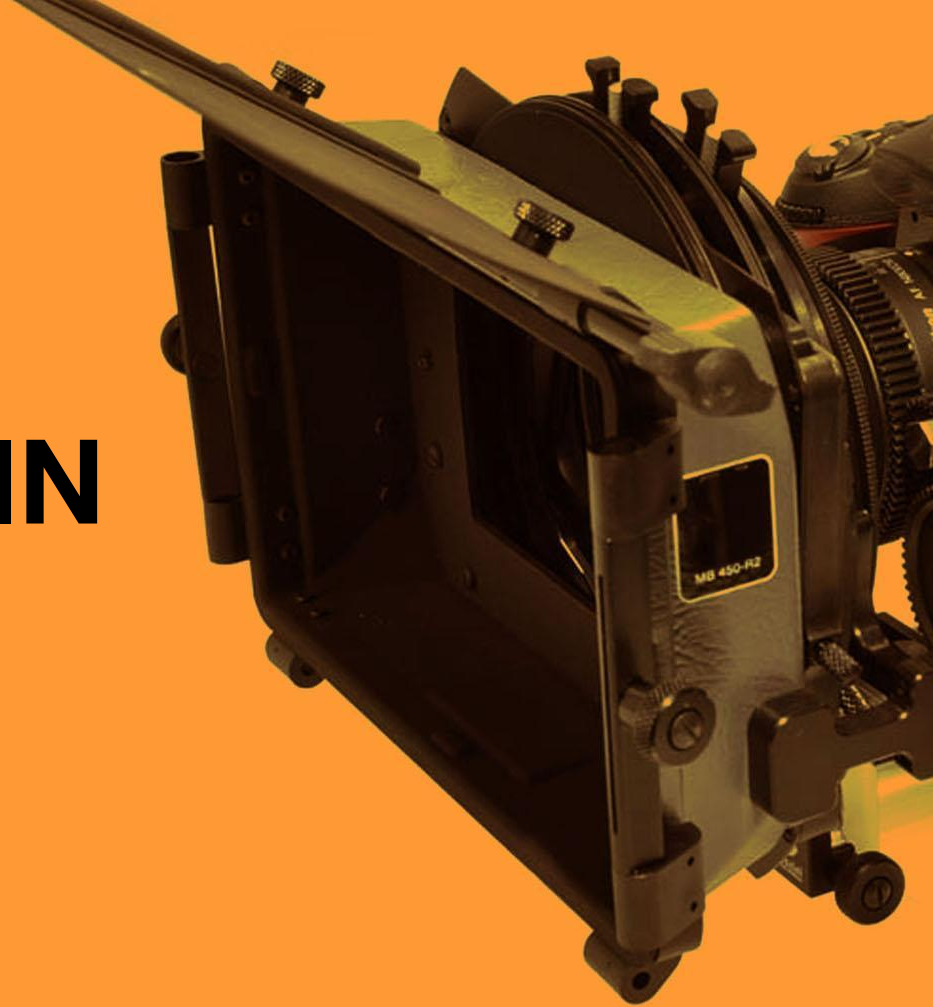


- **\$500 Feature Film**
- **NO Crew**

WAS IT SUCCESSFUL?

- **Theatrical Gross \$725**
- **Vimeo On Demand \$500**
- **Made Investment Back**
- **Broke Even**
- **Indie Film Success**

THE “REAL” PAIN



THE “REAL” PAIN

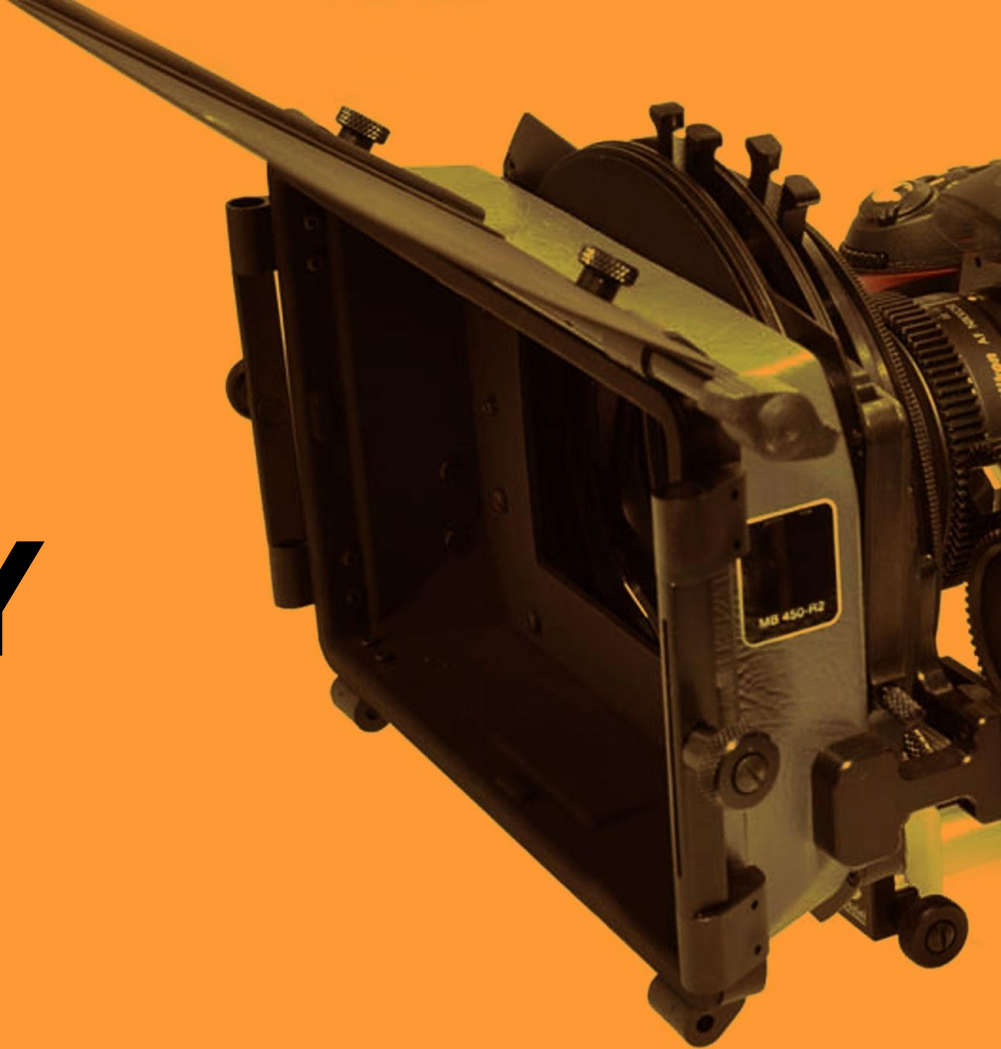
- **How do you make more money?**
- **How do you make a sustainable living?**

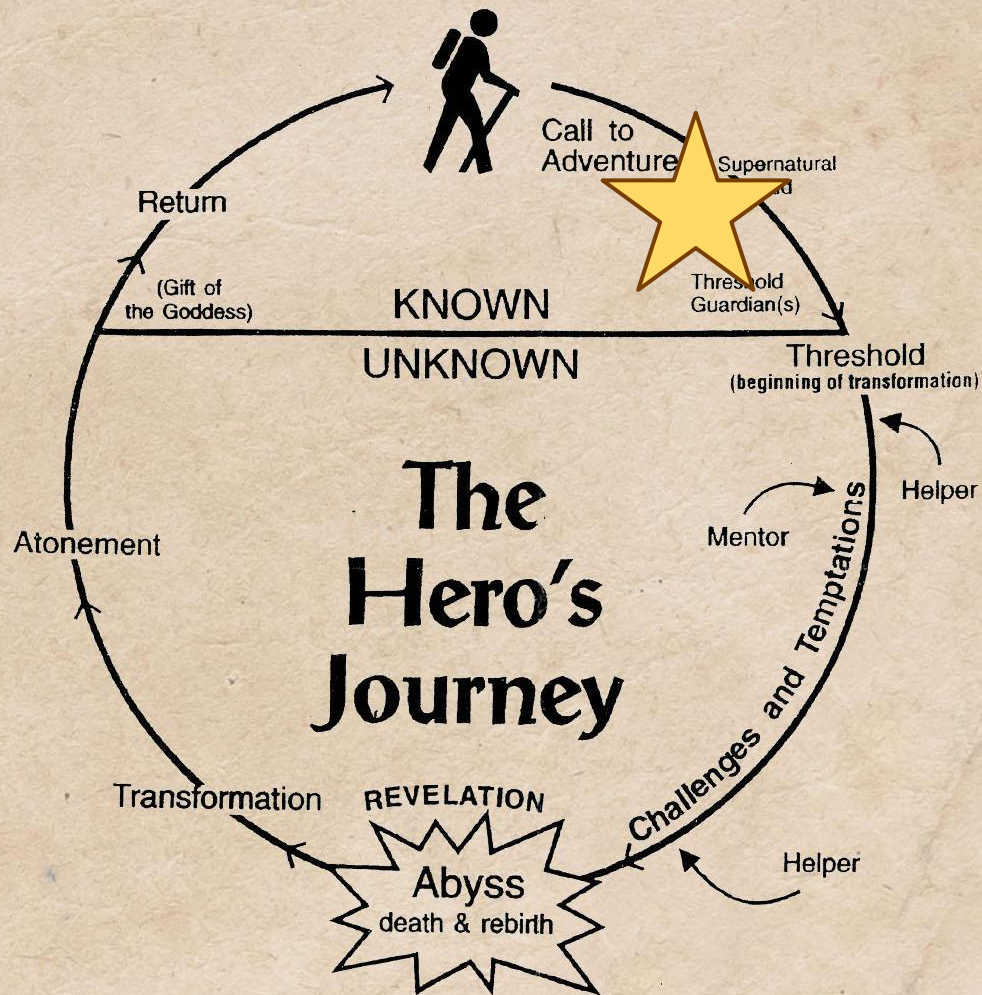


FILM TROOPER

- Helping Filmmakers Become Entrepreneurs
- Helping the **über** independent filmmaker build a **lifestyle** business
- What is a **lifestyle** business?
- It is a business that supports and revolves around the **lifestyle** you **desire**
- What is the **über** independent filmmaker?

HERO'S JOURNEY



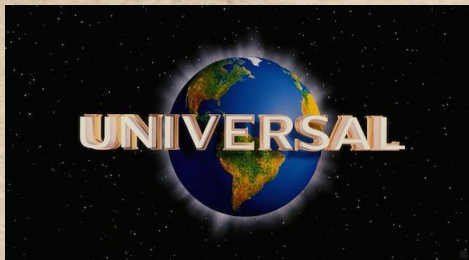




Once upon a time ...

- Ordinary World / Known World
- Filmmakers only know one **“Elixir”**

HOW DOES HOLLYWOOD WORK?



HOW ***DOES*** HOLLYWOOD WORK?

- Studios have a **slate**
- Executives **answer** to a Board of Directors
- Studios **decide** which projects get the **greenlight**
- The film product is **made**
- The film product is **marketed** and **sold** through various **distribution** outlets
- The **goal** is to make **money** for the shareholders
- Rinse and repeat

**HOW DOES
INDIE
HOLLYWOOD
WORK?**

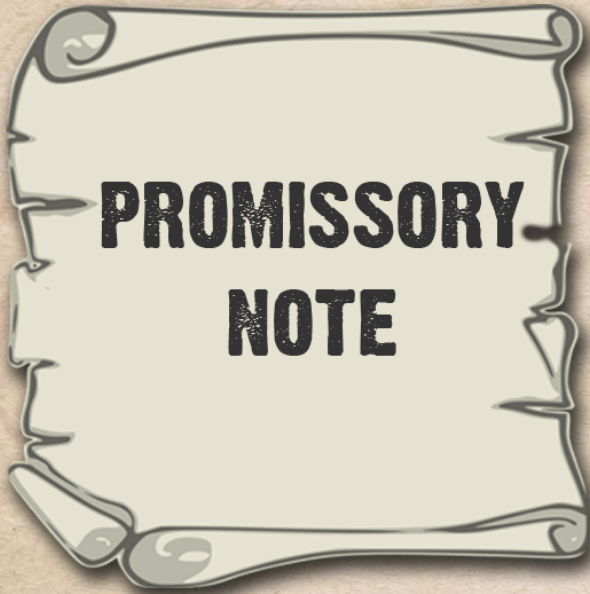




Producer / Distributor



Foreign Buyer



\$2 Million Note



\$2 Million Loan



**Pocket \$1.5 Million
\$500K Budget**



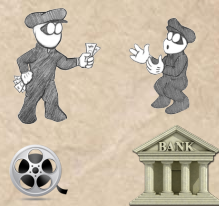
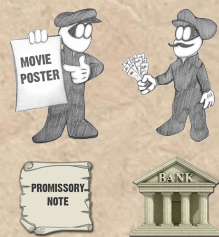
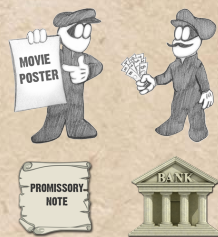
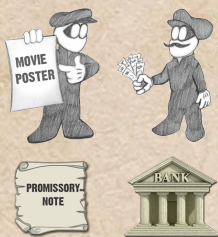
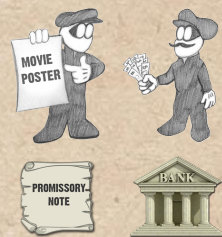
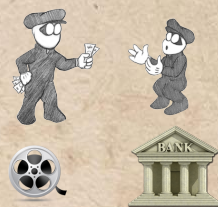
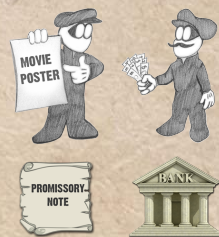
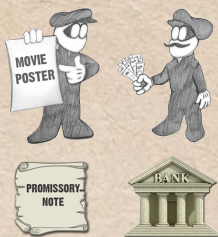
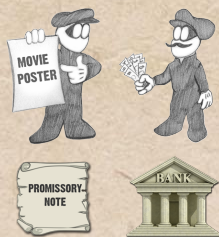
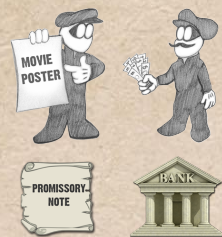
**Filmmakers' Fees
Based on Budget**



Film Delivered



**\$2 Million Loan
Paid Back**



NETFLIX





Available at
amazon

The Amazon logo is shown on a black rectangular background with rounded corners. It consists of the word "amazon" in a white, lowercase, sans-serif font. Below the word is a thick, orange curved arrow that starts under the "a" and points towards the "n".

FILMMAKER / DISTRIBUTOR RELATIONSHIP



Distributor



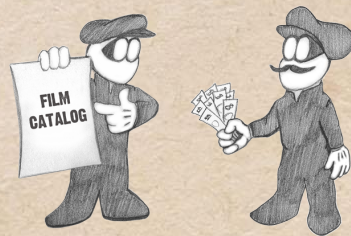
Filmmaker



**Offers \$5,000
Cash Advance**



**Filmmaker Risks
\$100,000**



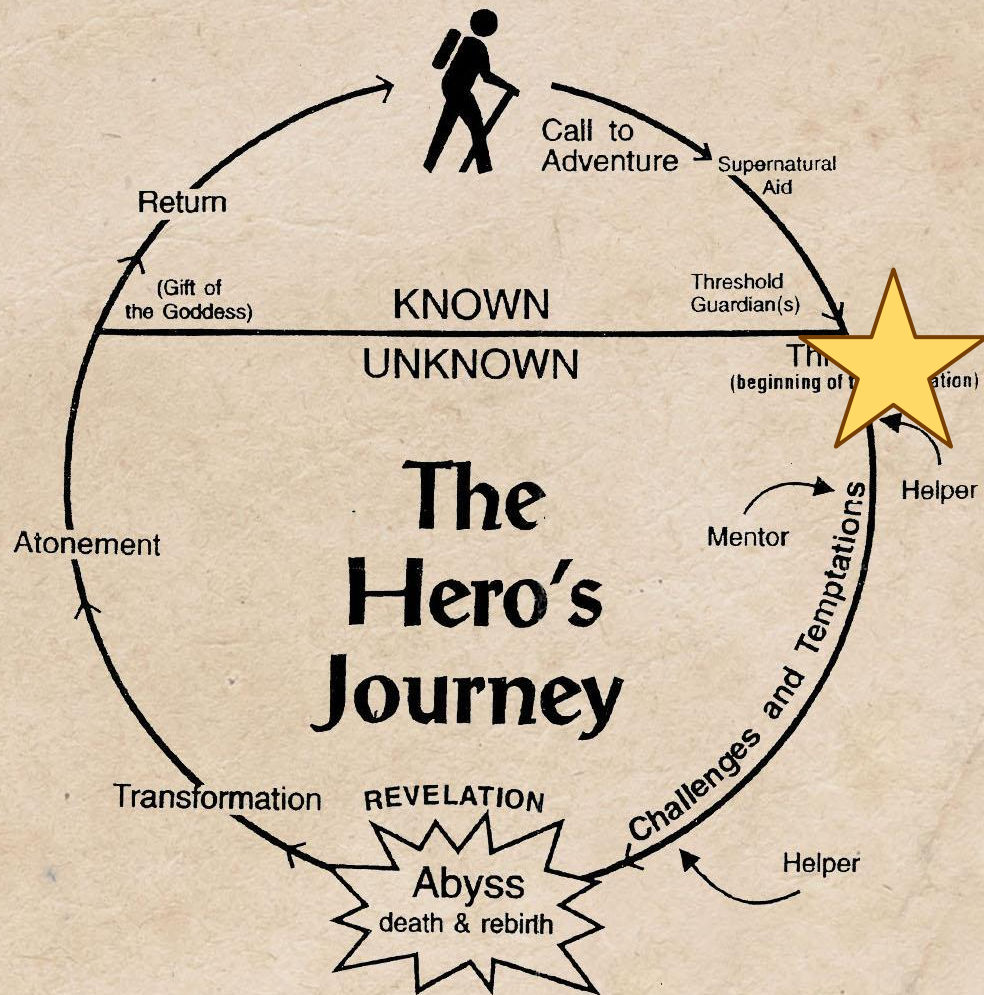
HOW **DOES** INDIE SPIRIT WORK?

- Have a short film **accepted** into **major** festival
- Be **invited** to participate in a major film lab
- **Develop** your film within the lab
- **Premiere** your feature film at that major festival
- Win awards
- Get on the **radar** of Hollywood
- Be selected as a hired gun for Hollywood's slate
- **What if you aren't selected?*
- Rinse and repeat festival circuit

**WHERE DOES THE
ÜBER INDEPENDENT FILMMAKER GO?**

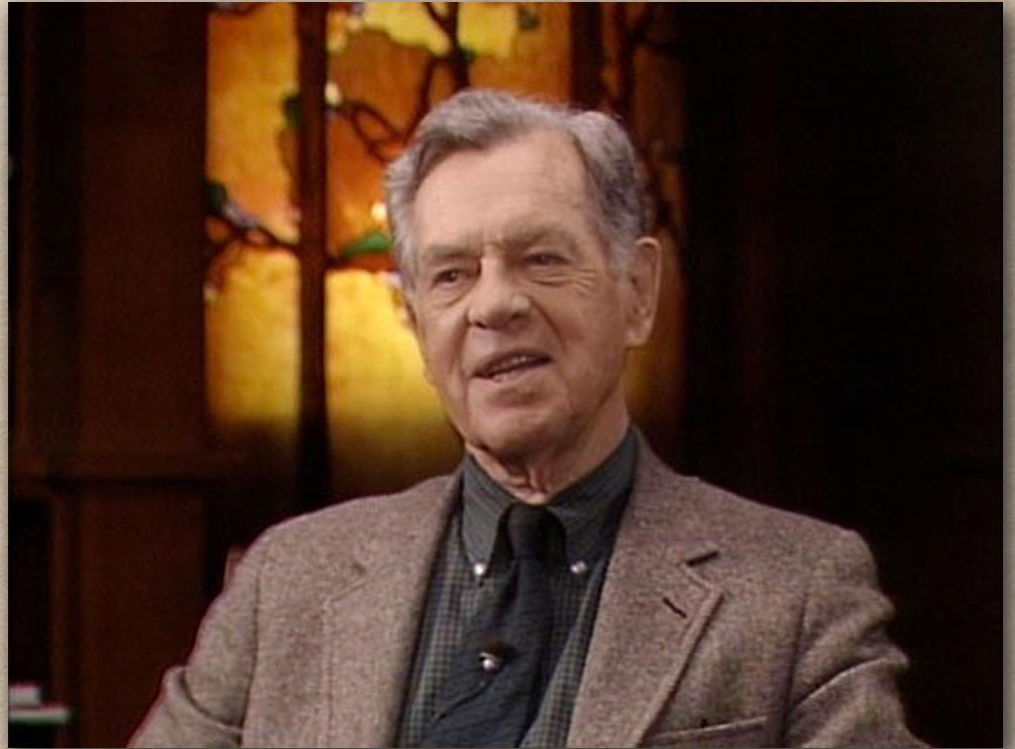
VOD?





“There is no
transformation
without the
trials”

~ Joseph Campbell





VIDEO ON DEMAND (VOD)

- The über independent will most likely sell their film online
- VOD
- Restricted Access
- Understanding **VOD**

VIDEO ON DEMAND (VOD)

- **cVOD** = Cable VOD
- **MOD/TOD** = Movies on Demand or Transactional on Demand
- **FOD** = Free on Demand
- **cSVOD** = Cable Subscription VOD
- **SVOD** = Streaming VOD
- **iVOD/AVOD** = Internet VOD or Ad Supported VOD

DIGITAL DOWNLOADS

- **EST** = Electronic Sell Through
- **OTT** = Over The Top

VOD PLATFORMS ...



NETFLIX

AGGREGATOR



**Offers \$5,000
Cash Advance**



**Filmmaker Risks
\$100,000**



**Aggregator Provides
Technical Service**



**Filmmaker Pays
\$800-\$2,500**

DIRECT DIGITAL PLATFORMS ...



vimeo
ON DEMAND

The logo for Vimeo On Demand features the word "vimeo" in a white, lowercase, sans-serif font, with the "i" having a dot. Below it, the words "ON DEMAND" are written in a white, uppercase, sans-serif font. The entire logo is set against a dark gray rectangular background.


distrify

The logo for Distrify consists of three overlapping triangles pointing to the right: a red one in the back, a green one in the middle, and a blue one in the front. Below these triangles, the word "distrify" is written in a black, lowercase, sans-serif font.

 gumroad

The logo for Gumroad features a square icon with rounded corners. The icon is divided into two sections: a blue section on the top left and an orange section on the bottom right, with a small circle at the top right and another at the bottom right. To the right of the icon, the word "gumroad" is written in a black, lowercase, sans-serif font.

ELECTRONIC SELL THROUGH (EST)

- This is the **world** of the über independent
- Transactional Projections = Conversion Rate
- **1%-3%** Conversion Rate
- Trailer Views
- **1,000** Trailer Views
- **1%-3%** of **1,000** = **10-30** Transactions
- Transactions (**10-30**) X Price (**\$10**) = **\$100-\$300**



\$25K Budget

- **$\$25,000 \div \$4.00 = 6,250$ Transactions**
- **1%-3% Average Inbound Marketing Rate**
- **625,000 - 1,875,000 Trailer Views**

HYBRID DISTRIBUTION

- Theatrical Events *
- Cable VOD **
- TV Deals **
- Foreign Distribution **
- Electronic Sell Through (EST)

HYBRID DISTRIBUTION

- ~~Theatrical Events *~~
- ~~Cable VOD **~~
- ~~TV Deals **~~
- ~~Foreign Distribution **~~
- Electronic Sell Through (EST)

MEANWHILE ...

BOOK PUBLISHING ...

- Relationship with book retailers
- However ...
- Advances have diminished
- Require author to have audience
- Require author to do marketing
- Authors don't make money from book sales

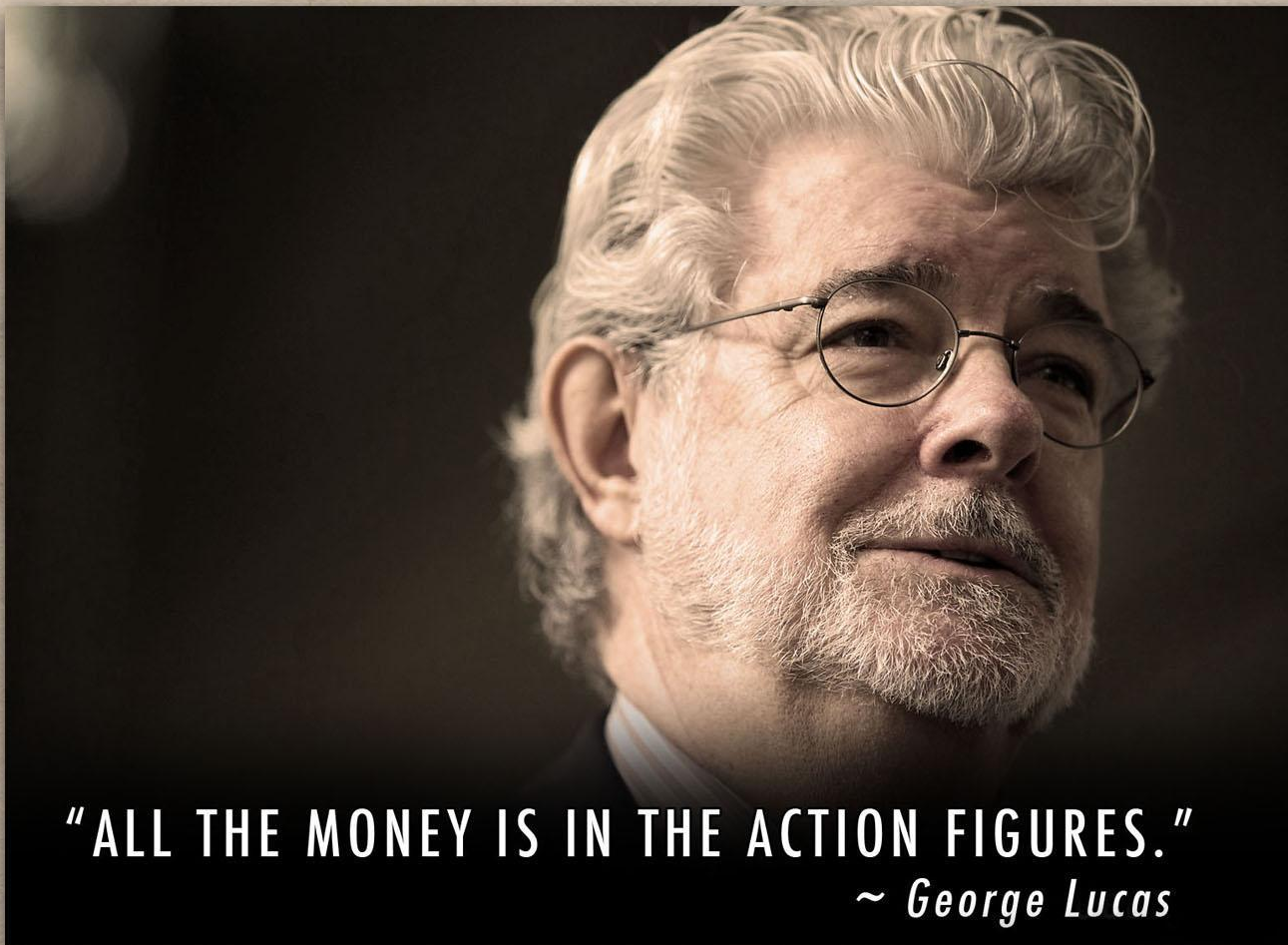
MUSIC INDUSTRY ...

- Relationship with promoters & radio
- However ...
- Advances have diminished
- Require musicians to have audience
- Require musicians to do marketing
- Musicians don't make money from the sale of their music

**WHAT
BUSINESS IS
HOLLYWOOD IN?**



LICENSE EXPLOITATION



"ALL THE MONEY IS IN THE ACTION FIGURES."

~ George Lucas



WHAT BUSINESS ARE YOU IN?

- If Hollywood is in the business of license **exploitation**...
- Then how does the über independent filmmaker **exploit** their own license?

**YOUR FILM IS AN
ADVERTISEMENT**





VOLUME vs VALUE

- Hollywood plays the **VOLUME** game
- The über independent filmmaker **must** play the **VALUE** game



\$4.00

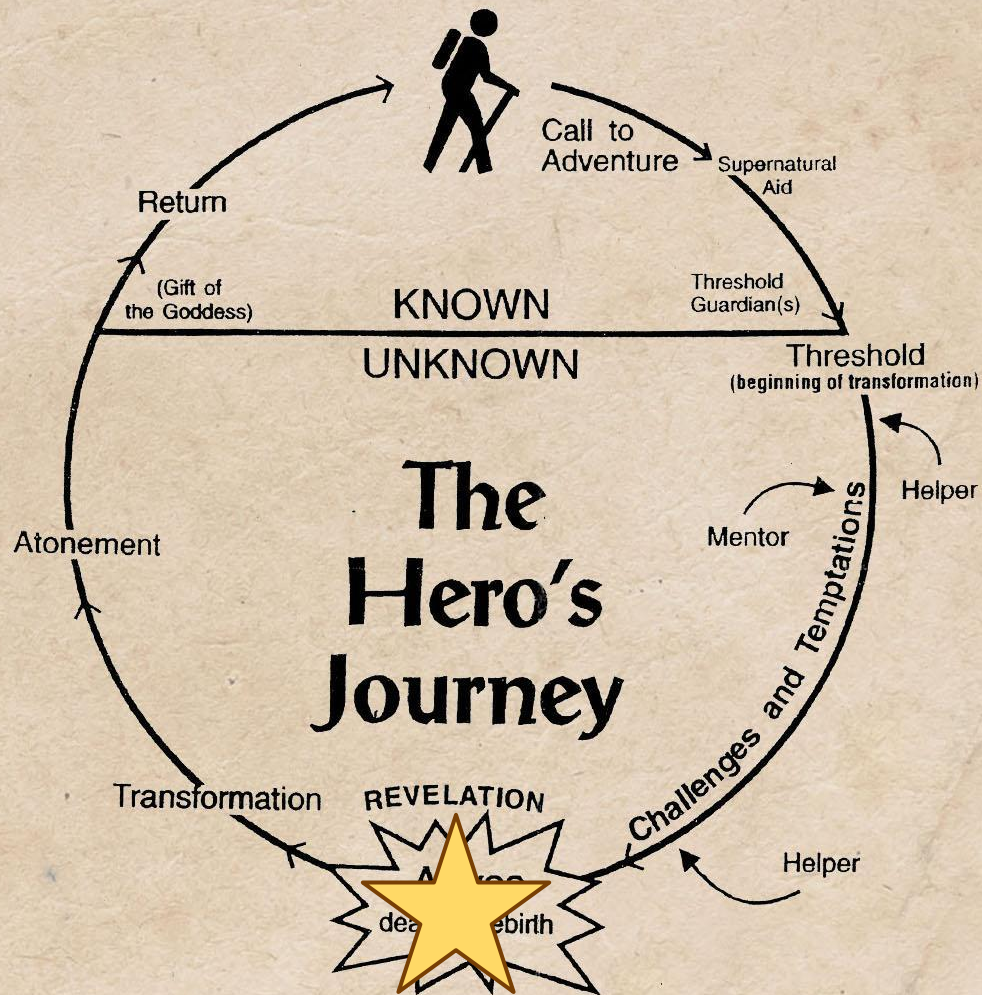


\$4.00



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\$4.00



\$4.00

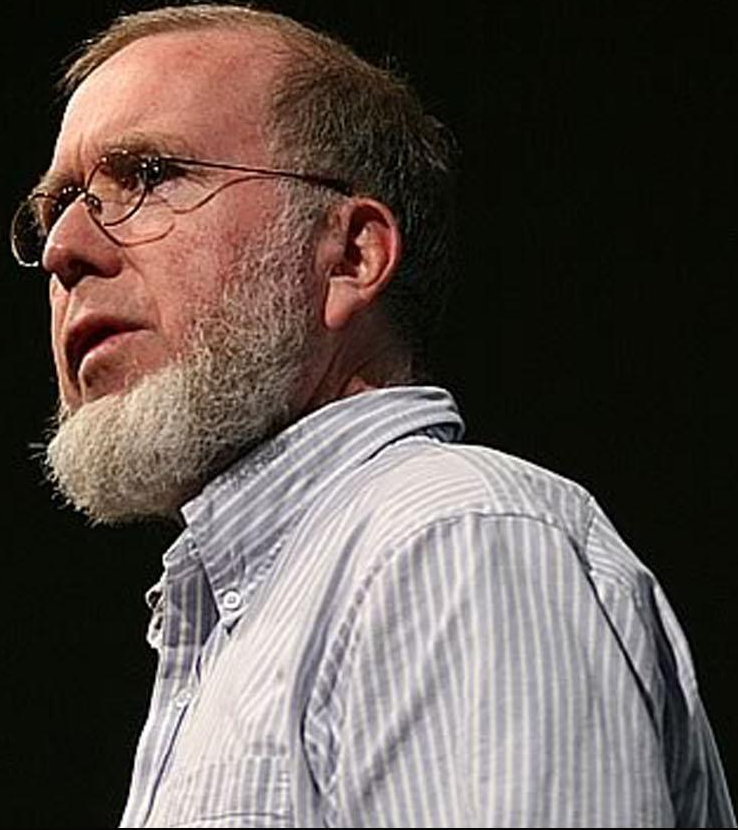


\$4.00



\$100

"1,000 True Fans"
~ Kevin Kelly



**YOUR FILM IS AN
ADVERTISEMENT**





The Film

\$10

BUY



Modules

\$97

BUY



One-On-One

\$997

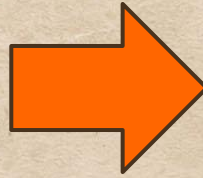
BUY



**"WE DON'T MAKE MOVIES TO MAKE MONEY ...
WE MAKE MONEY TO MAKE MOVIES."**

~ Walt Disney

CASH FLOW





RELATIVITY

'Wet Hot' Inside the Camp Reunion Taking Stock Film Biz Drives Market Below the Line Impact Report



VARIETY

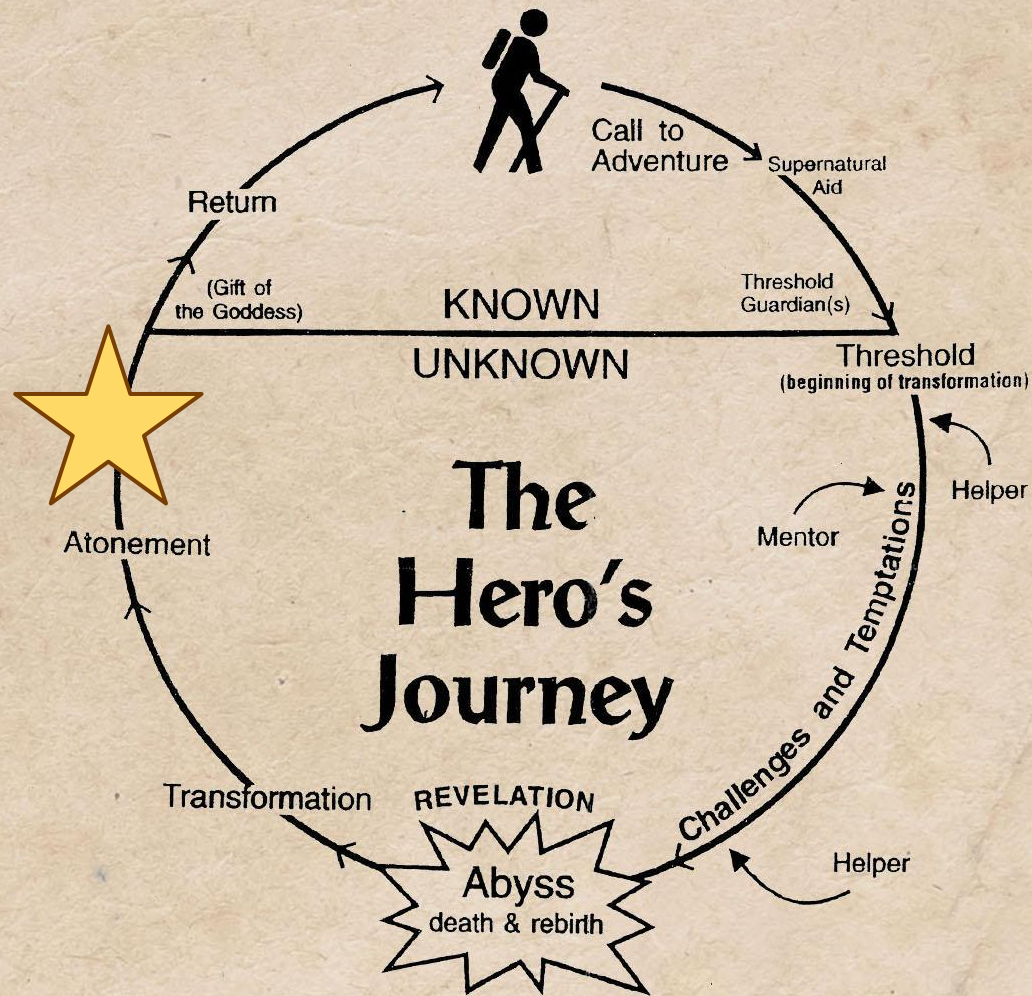


RELATIVITY IN RUINS

Ryan Kavanaugh is scrambling to save himself
and his company. But it may be too late

By James Rainey & Brent Lang
p.32

LICENSE EXPLOITATION



ELIXIR

NEW DISTRIBUTION MODEL

- Business of **LICENCE EXPLOITATION**
- Your Film is an **ADVERTISEMENT**
- Sell on **VALUE** not **VOLUME**
- **DISTRIBUTION** is NOT the problem...

MARKETING

ELIXIR

SERVE
YOUR AUDIENCE



HOW TO SERVE?

- **IDENTIFY** your audience
- **LISTEN** to your audience
- How does your **ELIXIR SERVE** your audience?
- Advertise the **VALUE**

**DOES THIS
WORK?**



Case Study ...

- Documentary Filmmakers
- NO Audience
- NO Email List
- Trial and Error ...
- Found Their Audience

Case Study ...

- Double Down
- Offered Licensing
- Marked Up Price for Licensing
- **GROSSED \$1.3 Million**
- Kept about 50% of Gross profit

AGE OF CHAMPIONS

***** WINNING NEVER GETS OLD *****





<http://filmtrooper.com/77>

Workshop ...

- Identify Your **THEME (Elixir)**
- **THEME** = Marketing Message
- Does your **THEME** reveal the **VALUE**?
- What high **VALUE** products can be offered in **SERVICE** to your audience?

**KNOWING THE "WHY" ...
WILL LEAD TO THE "HOW"**

BONUS



HACK IT!

One surefire **HACK** at building your audience quickly ...

And make money without creating a single product

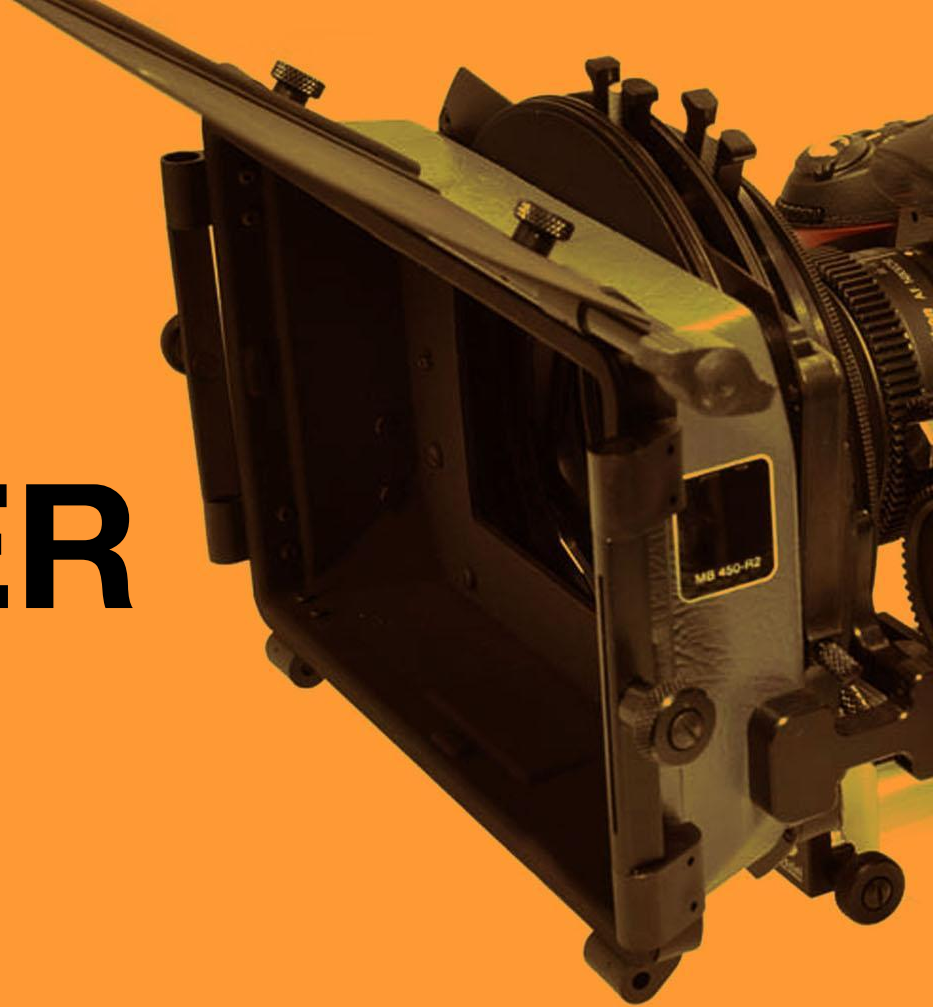
Strategy Overview ...

- Your film is an **advertisement**
- **Why?**
- Because you are in the business of **license exploitation**
- Your film be used to **advertise** a product worth at least **\$100**

Strategy Overview ...

- Let's aim at getting **500** transactions
- **500** transactions X **\$100** = **\$50,000**
- **\$50,000** is more than enough to make your next film (your **advertisement**)

**BUT
REMEMBER**



Hope is NOT a Strategy

- **1%-3%** Average Inbound Rate
- **17,000-50,000** impressions
- How do you generate those impressions when you have **NO** audience?

FAN FILMS



Revan - Star Wars Fan Film (2015)

by ProjectRevan

1 month ago • 58,608 views

"Revan - Star Wars Fan Film (2015)" is a non-profit fan film. Star Wars is the sole copyright of Lucasfilm Ltd. The purpose of this ...

HD CC

1:16:29



Star Wars - Versus: The Way to Shadow

by Versus thewaytoshadow

1 year ago • 3,620,021 views

Please activate the subtitles by clicking on the option button in the player. Darius Jedi on the run, maybe even the last of his ...

HD CC

41:20



Star Wars The Lesser Evil (Fan Film)

by IRON HORSE CINEMA

3 months ago • 39,278 views

The Official 2015 Star War's fan film award winner chosen by Kathleen Kennedy. Created by Iron Horse Cinema. Join the team!

HD

6:20



JJ ABRAMS APPROVED FANFILM - The Betrayal

by Force Storm Ent.

4 months ago • 51,340 views

VIDEO EVERY MONDAY AT NOON - SOCIAL MEDIA: Youtube: <https://www.youtube.com/user/forcestorment/videos> Force Storm ...

HD

4:53



A Light in the Darkness - Star Wars Fan Film | Part 1 of 3

by PJ Tamayo

3 years ago • 188,430 views

Follow us on Facebook - <http://www.facebook.com/alightinthedarknessfilm>.

HD

12:58



TROOPS - A Star Wars Fan Film

by TheForce.Net

3 years ago • 407,548 views

TROOPS is a fanfilm directed by Kevin Rubio that had its premiere at the Comic Con International convention in San Diego, CA, ...

10:12



Retribution (2014) - Star Wars Fan Film

by Christian Conley

1 year ago • 535,502 views

Retribution is a Star Wars fan film written and directed by Georgia football player Chris Conley. Infinite Productions and Spirit ...

HD

CC

26:13



Star Wars: Threads of Destiny (2014) - FULL MOVIE (official)

by Tirzitis Entertainment

1 year ago • 6,644,410 views

Star Wars is the sole copyright of Lucasfilm Ltd. The purpose of this film is to showcase the talents of its participants. It is illegal to ...

HD

CC

1:48:33



Marvel Knights: Spider-Man (A Fan Film)

by madeLEGITmedia
5 months ago • 3,145,006 views

Marvel Knights: Spider-Man is a no-budget fan film produced by Made Legit Media and directed by Jesse Scimeca. Make sure to ...

HD



Deadpool & Black Panther: Back in Red & Black (fan film)

by HaloUnion
8 months ago • 258,845 views

Deadpool & Black Panther must save a group of ransomed missionaries from M'Baku and his band of mercenaries in this Marvel ...

HD



Watch The Most Insane Marvel VS DC Animated Fan Film

by Peter Parker
3 months ago • 16,368 views
Animated fan film Marvel vs. DC.



Marvel Zombies VS Army of Darkness HD

by Super VegaVision
1 year ago • 45,824 views

Check out this awesome fan film based on the Marvel Comics limited series, Marvel Zombies vs Army of Darkness. Featuring ...

HD



Half-Life: Raise the Bar [Fan Film]

by MachinimaPrime

1 year ago • 503,672 views

This film is a fan-made short film inspired by the Half-Life franchise. It is intended to celebrate the game franchise and is in no way ...

HD



Portal: No Escape (Live Action Short Film by Dan Trachtenberg)

by Dantrachtenberg

4 years ago • 16,326,364 views

A woman wakes up in a room with no memory of who she is or how she got there... This is a short set in the world of the Portal ...

HD



Sonic - (Sonic the Hedgehog Fan Film) (Spec Film)

by Blue Core Studios

2 years ago • 2,809,274 views

This fan film has no association with Sega nor claims any ownership to the Sonic the Hedgehog franchise. This is a fan film made ...

HD



Dead Space: Chase To Death (live action fan film)

by Machinima ☒

1 year ago • 103,569 views

<http://www.filmmannex.com/ZPICTURES> I'm a fan of Science Fiction, Filmmaking, and Video games, so I clashed them all together ...

HD

SERVE
YOUR AUDIENCE



CALL TO ACTION

The Star Wars logo is displayed in its iconic, stylized font. The letters are white with a black outline, set against a dark, atmospheric background featuring a close-up of Darth Vader's helmet on the right and a nebula on the left.

Free Star Wars Gear Guide

Enter your email address to get this free guide

I Want This!

We hate spam as much as you do. Your information will
never be shared or sold to a 3rd party.
Arrowinn Entertainment, LLC. © 2015

STAR WARS

Free Star Wars Gear Guide

Enter your email address to get this free guide.

50% Complete

Almost there! Please complete this form and click the button below to gain instant access.

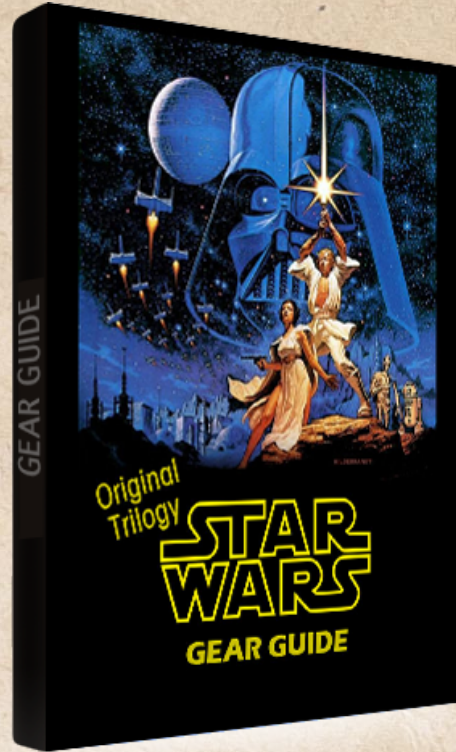


Enter your email address to get this
FREE Star Wars Gear Guide

E-mail

DOWNLOAD THE GUIDE »

Privacy Policy: We hate SPAM and promise to keep your email address safe.



- **PDF**
- **Collection of links**
- **Links to products**
- **Products on Amazon**
- **Affiliate sales program**

Recap

- You **need** an audience
- Add **value** to an **existing** audience
- Plan for the **1%-3%** conversion rate
- Offer the **\$100** product through **Amazon**

ELIXIR

Takeaways ...

- **Advertisement**
- **License Exploitation**
- **Advertise Value**

DO-IT-YOURSELF (DIY) DISTRIBUTION

Join me over at ...

<http://filmtrooper.com>
