



# What is your ELIXIR?

A Checklist Questionnaire

**1. Your ELIXIR can be referred to as your “Why”, or your “Purpose”, or your film’s “THEME”. Why do you want to make films? Why do you want to create a startup?**

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**2. Is there a burning question that you need an answer to?**

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**3. If you were to go on a journey to find the answer to your burning question, what sort of obstacles would you face?**

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**4. What sort of mentors and helpers would you need to overcome these obstacles?**

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**5. After conquering these obstacles, how do you imagine the sort of ELIXIR that would be presented to you?**

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**6. Is this ELIXIR worth sharing with others? If so, how?**

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**7. Can you create a high priced and high valued product from this ELIXIR?**

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**8. How would your film help communicate this idea of your ELIXIR? (This is your marketing and advertisement of the bigger idea)**

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**9. Is there another filmmaker in the workshop who shares a similar ELIXIR?**

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**10. Does someone from the tech startup world share the same ELIXIR as yours? If so, how can your film help promote what they are doing?**

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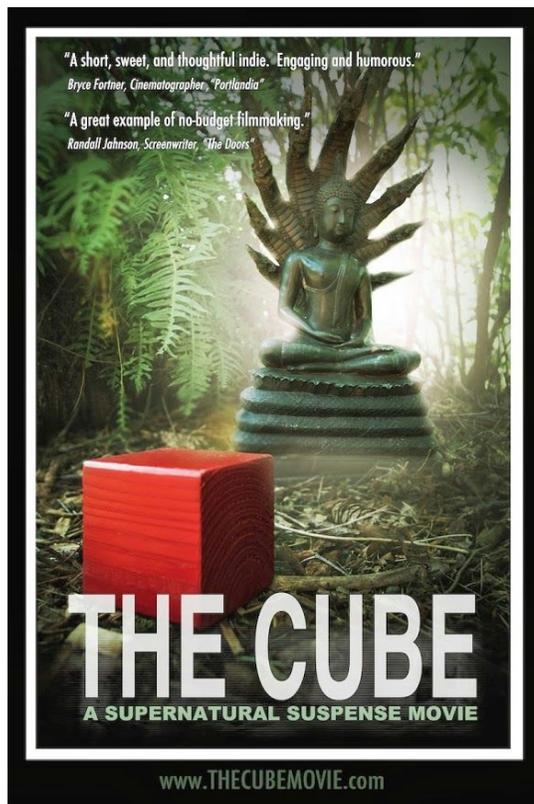
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**Need help finding your theme and elixir? Continue to next page ...**

# 10 TOP THEMES (According to Script Labs)

1. Good vs. Evil
2. Love Conquers All
3. Triumph Over Adversity
4. Individual vs. Society
5. The Battle
6. Death as Part of Life
7. Revenge
8. Loss of Innocence
9. Man vs. Himself
10. Man vs. Nature



## Example of **THEME** and **ELIXIR** leading to a high valued product ...

My extremely über independent feature film, [THE CUBE](#), which was made for \$500 with **NO crew** and is currently being marketed to other filmmakers.

The **THEME** of the film is “**In Order To Set Yourself Free, You Must Let Go of Fear**”.

The **THEME** and **ELIXIR** connects emotionally with a wider market than just other independent filmmakers wanting to know what a feature film made for \$500 with NO crew looks like.

If I build a new marketing plan around the **THEME** and **ELIXIR** of “letting go of fear”, then can a high priced and high value product be created to serve this need?

How will my film be used to market and promote this bigger idea of “**letting go of fear**”?

Can I partner with a company that already has a high priced product that serves this need of “**letting go of fear**”?

Now ...

Ask yourself, “What kind of high priced and high valued product can I create around the **THEME** and **ELIXIR** of *my* film?”

This is what you’ll be **selling** and your film will help **promote** this product.