

FILM TROOPER presents

FILM MARKETING FRIDAYS



Sales Sheet

- Dan Sullivan 10X says it's all about the sales sheet
 - Who is Dan Sullivan?
 - <http://10xtalk.com/>
 - Don't make a business plan
 - Can your business be summed up with a one page sales sheet?
 - This is your visual elevator pitch
 - How to make an effective sales sheet?
 - <http://bit.ly/1pfmKrS>
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Sales Sheet = Your Movie Poster

- You have one image to sell your film
 - Indie movie posters ...
 - The Good, Bad, and the Ugly ...
 - <http://vimeo.com/ondemand/browse/thriller>
 - <http://www.indiereign.com/videos/newest>
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What Makes An Effective Poster?

- Know the purpose
 - Know the target audience
 - Location and size of the poster
 - Keep it visual, but Do Tell!
 - Aesthetic Tone and Flow
 - Attention, Interest, Desire, and Action (A-I-D-A)
 - Demortalz Blog <http://bit.ly/1i95kb7>
 - SlideShare <http://slidesha.re/1pMI63o>
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What NOT To Do ...

- Don't use stills from your HD footage
 - Don't show the actors, unless they are stars ...
 - If you DO use your actors, then are they ...
 - Hot or Interesting?
 - Don't use standard fonts ...
 - Typography is an art, respect the font
 - Get feedback ...
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A cube arrives at the door ...

Then another ...

Then another ...

Then another ...

THE CUBE

ARROWINN PRODUCTIONS presents "THE CUBE"

DANA DAE SCOTT McMAHON ROBERT DAHEY LINDSEY MOTT

FREDERICK ENSIGN RANDALL JOHNSON LAVENDA-MEMORY SARAH HELLER

BEN HELLER GILLIAN McMAHON ELLIE NICOLL CAMERON NICOLL

camera BRYCE FORTNER MONTETRE sound REED HARVEY music VALENTINE VIRGINS editor ALEXANDER ACKERMAN

produced by ALEXANDER ACKERMAN and SCOTT McMAHON

written and directed by SCOTT McMAHON

"A short, sweet, and thoughtful indie. Engaging and humorous."

Bryce Fortner, Cinematographer, "Portlandia"

"A great example of no-budget filmmaking."

Randall Johnson, Screenwriter, "The Doors"

THE CUBE

A SUPERNATURAL SUSPENSE MOVIE

www.THECUBEMOVIE.com

Other Great Links ...

- Filmmaking Stuff <http://bit.ly/1lbyPNK>
 - Chris Jones <http://bit.ly/TmYn0u>
 - Simon C's Blog <http://bit.ly/1okLAH8>
 - Creative Bloq <http://bit.ly/UhyHDh>
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Don't Go Away Empty Handed ...

What equipment did I use to make a feature film for \$500 with no crew?

Go to www.FREEGEARGUIDE.com to get a FREE equipment list of everything I used to make this micro-budgeted film.

When you get your FREE gear guide, you'll be signed up for the Film Trooper newsletter, where you'll get valuable emails to help YOU, the filmmaker become an entrepreneur.

www.freegearguide.com

