

FILM TROOPER presents

FILM MARKETING FRIDAYS



HOW DOES YOUR FILM GET DISCOVERED?

HOW DOES ANYONE GET DISCOVERED?

- LUCK
 - PUT YOURSELF IN THE RIGHT PLACE
 - HAVE THE PRESS TALK ABOUT YOU
 - HAVE INFLUENCERS TALK ABOUT YOU
-

WHAT IS MARKETING?

COMMUNICATING TO GET A RESULT

WHAT RESULTS DO YOU WANT?

- Do you want to be discovered in order to get more subscribers?
 - Do you want to be discovered to get picked up by a larger company?
 - Do you want to be discovered to sell something?
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BE FOCUSED ON WHAT RESULTS YOU WANT

HOW TO COLD CALL BLOGGERS?

GOAL: Connecting with Bloggers

- Spend several weeks adding extra value to their blogs
 - Contribute to the comment section
 - Essentially ... be of service to them
 - If they are active on Twitter, Facebook, or G+ ... then add value to those conversations
 - If they accept guest blogs, then jump on that option
 - When you see an opportunity to share your project ...
 - Then make the move
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WHY DO THIS?

**THE FASTEST WAY TO LEAD A PARADE
IS TO JUMP IN FRONT OF A PARADE**

**IF YOU WANT TO BE DISCOVERED,
THEY FIRST HAVE TO KNOW ABOUT YOU**

WHAT'S MORE IMPORTANT?

- Facebook Likes?
 - Twitter Followers?
 - YouTube Subscribers?
 - Or ...
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EMAIL

DON'T BUILD ON RENTED LAND

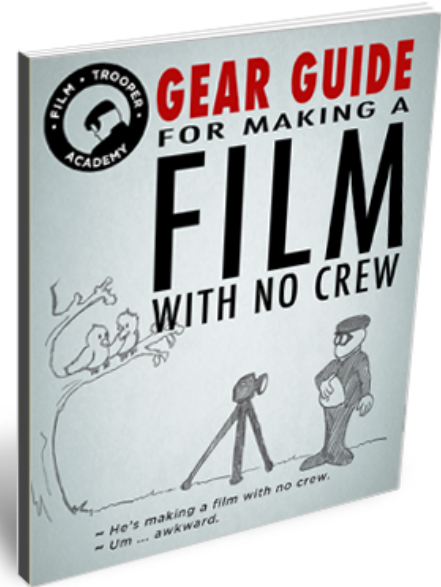
Stuck Trying To Make Your Film?

Get inspired! 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



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