

FILM TROOPER presents

FILM MARKETING FRIDAYS



HOW NOT TO BE AFRAID OF MARKETING

WHY DO PEOPLE HATE MARKETING?

- Sleazy
 - Liars
 - Lacking Empathy
 - Lacking Authenticity
 - Time Wasted
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WHY DO PEOPLE LOVE MARKETING?

- Right Message > Wrong Audience = Interruption
 - Wrong Message > Right Audience = Disenchantment
 - Right Message > Right Audience = Transformation
 - Transformation = Sense of Belonging
 - Transformation = Authentic Connection
 - Transformation = Inspiration
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WHAT IS MARKETING?

COMMUNICATING TO GET A RESULT

WHEN MARKETING BECOMES FUN

- Belief in the message ...
 - Conviction in the message ...
 - Excitement to share the message ...
 - Connecting with “real” people through the message ...
 - When it doesn't feel like marketing ...
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THE #1 OBSTACLE TO MARKETING ...

- Is “YOU”
 - Don't PUSH your message
 - PULL your message from the “right” audience
 - Invite your audience to share in the message
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DON'T CALL IT MARKETING ...

- We're just talking here ...
 - Call it "talking" ...
 - Authentic communication ...
 - Being authentic eliminates being "sleazy"
 - Being authentic promotes "empathy"
 - Being authentic provides value and "time" is not wasted
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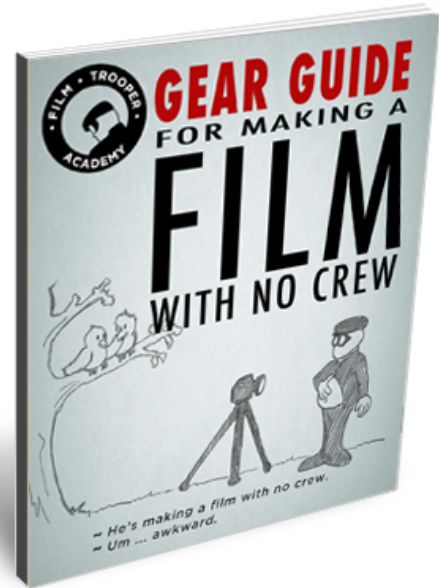
Stuck Trying To Make Your Film?

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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