

FILM TROOPER presents

# FILM MARKETING FRIDAYS



# How to sell your film on Amazon

---

- Have an account (obvious)
  - Submit your film as a physical product via CreateSpace
  - Let Amazon and CreateSpace manufacture and ship out your physical DVD's
  - Or upload your digital file to be sold through Amazon Instant Video
  - <http://www.filmmakingstuff.com/how-do-i-sell-my-movie-on-amazon/>
-

# Be successful with your sale ...

---

- How do independent authors find success with Amazon?
  - Let's follow what self-published authors do to become successful on Amazon
  - Let's compare how the selling of a digital book compares to selling a digital movie
  - Ready?
  - Let's begin ...
-

# Build a launch group ...

---

- <http://www.smartpassiveincome.com/book-marketing-time-travel/>
  - Build a launch group
  - Start with a 100 people
  - You'll give away your book (or film) to this launch group for FREE!
  - In exchange, this launch group will be asked to leave an honest rating and review of your book (or film) on Amazon
-

# Why Amazon is so powerful ...

---

- Amazon is a search engine ...
  - Amazon is a powerful search engine because people are there to shop ...
  - People have their credit cards on file ...
  - Amazon has conditioned the one-click purchase ...
  - Amazon is a powerful marketplace ...
  - People aren't looking for something for free ...
  - On Google, people are looking for FREE ...
-

# The power of the reviews ...

---

- You've built a launch group of 100 people
  - They get something for FREE in exchange for a review
  - Amazon rewards products with a lot of reviews and attention
  - Imagine if your book (or film) generates 100 reviews in the span of 1 week?
  - Amazon customers will see the “social proof” that this product is meaningful
  - <http://www.amazon.com/Girlfriend-19-Cassidy-Brown/dp/B00HWQ17RA>
-

# Freebies are over ... Time to sell!

---

- You've given away your book (of film) for FREE
  - In exchange you've generated your reviews
  - Time to do the product launch ...
  - Promote the book (or film) at a discount price ...
  - Promotion only lasts a week ...
  - But wait there's more!
  - Bundle your book (of film) with added value or other products
  - Make the offer a “no-brainer”
-

# Always be building your list

---

- Don't forget!
  - Always be building your list
  - At every step of your launch, collect email addresses
  - An email list of buyers is a more powerful list than a list of people who opted in for something for FREE
-



# Do something remarkable

---

- The Purple Cow by Seth Godin
  - [\\*Buy the Purple Cow on Amazon Click LINK](#)
  - You've built equity on Amazon
  - You've offered an amazing bundle for the first week's sale
  - Promote this effort, but BE REMARKABLE
  - Stand out
  - Be the Purple Cow
-

# Are you in the right marketplace?

---

- Amazon has established itself as a marketplace for books?
  - Do movie buying audiences shop on Amazon for filmed entertainment?
  - What about Netflix or iTunes?
  - Gaming the system on these other marketplaces are difficult
  - Amazon Fire TV and Amazon Fire Phone
  - Amazon could be an emerging marketplace
-

# Does this work?

---

- I'm writing a book ...
  - I need to build a launch group ...
  - What is the book?
  - Survive the Hollywood Implosion: A Survival Guide For Making and Selling Films Online (No festivals. No distributors. No budget. No problem.)
  - Do you wanna join this launch group?
  - Limited to the first 100 people
  - <http://filmtrooper.com/booklaunch>
-

---

<http://filmtrooper.com/booklaunch>

---

# Don't Go Away Empty Handed ...

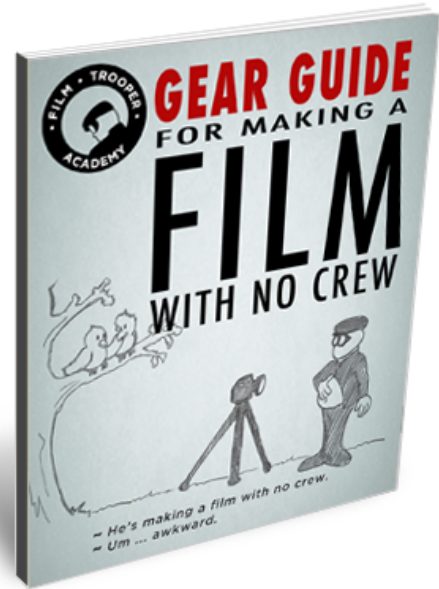
---

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

Go to [www.FREEGEARGUIDE.com](http://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](http://www.freegearguide.com)



FILM TROOPER presents

# FILM MARKETING FRIDAYS

