

FILM TROOPER presents

FILM MARKETING FRIDAYS



Your Pitch

- Dan Sullivan emphasizes the “Sales Sheet”
 - Our Sales Sheet = Movie Poster
 - Have a copy of your poster on your phone
 - Now your pitch ...
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Your Pitch

- “Good in a Room” by Stephanie Palmer
 - <http://amzn.to/UoFs5T>
 - “Selling Your Story in 60 Seconds” by Michael Hauge
 - <http://amzn.to/1was2YH>
 - “Save the Cat! Strikes Back” by Blake Snyder
 - <http://amzn.to/SYbVyH>
 - “Pitching Anything” by Oren Klaff
 - <http://amzn.to/1ih6Ei2>
 - ****Affiliate Links****
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Your Pitch

- What makes a good pitch?
 - Writing Part ...
 - In Person Presentation Part ...
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Your Movie Title

- What makes a good movie title?
 - Does it inform the audience of the genre?
 - Does it evoke any imagery?
 - Does it fit the tone of the movie?
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Logline vs. Tagline

- Logline = Short 1-2 sentence description
 - Tagline = Marketing sentence on poster
 - <http://www.raindance.org/10-tips-for-writing-loglines/>
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Synopsis

- What is a synopsis?
 - <http://www.publishingcrawl.com/2012/04/17/how-to-write-a-1-page-synopsis/>
 - Save The Cat! Strikes Back
 - Example ...
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Synopsis

- On the verge of a **Stasis = Death moment**, a **flawed protagonist** has a **Catalyst** and **Breaks Into Two** with the **B Story**; but when the **Midpoint** happens he/she must learn the **Theme Stated**, before **All Is Lost**, to defeat (or stop) the **flawed antagonist** (from getting away with his/her plan).
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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

