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independent film these days. Although this may be good news for aspiring filmmakers, it also means that the oversupply of independent films on the market has caused acquisition prices to dramatically decrease. As a result, producers and investors

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distribution and other alternatives to traditional distribution are also considered. As well, you'll hear some success stories from producers and hear directly from buyers what they are seeking. Stacey Parks has worked with dozens of hungry filmmakers to

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get their films a distribution deal and knows how frustrating the whole process can be. Let her tell you how you can take control of your filmmaking career and start getting your work seen by audiences with a few little-known distribution secrets. Features

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include: \* Interviews and case studies with producers and distributors \* Ten Ways to Market Your Film for Self-Distribution \* Sales Projections per Territory \* Distribution Resource Listings \* Negotiation tips for distribution agreements \* Sample distribution

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landscape of the film business is changing rapidly and this is one of the only producing books about real producing. Mr. Lee and Ms. Gillen address one of the most difficult aspects of producing - financing---in a direct way that lays out the tasks and challenges

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an independent producer needs to know; they do not sugar-coat the business - it's all business; they explain the intricacies of financing while making it understandable. There is more to financing a film than developing a business plan and this book

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shows why. While there are a few, very few, books that are no-nonsense for producers, this is the only producing book that addresses financing with practical, in-depth information geared toward working producers that is efficiently written and

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inside the tent. Learn what they already know by reading this new edition.---Steve Ecclesine, Independent Producer (12 motion pictures and more than 700 Television episodes) It is so sharply focused and so easy to digest, I am going to make it the

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official textbook for my online course in independent film marketing and sales across all platforms. Regarding internet marketing strategies, Chapter 4 clearly states insights we have all heard about but are often 100 overwhelmed to focus in on.

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While clearly stating such marketing is not easily done and requires a full-time person, the writers Lee and Gillen make it seem easy enough to use the "most effective social network sites...that specialize in unique communities. There are

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thousands of these. As of January, 2010, there were 37 global social network sites with 10 million or more members each, plus the following five global social network sites with 100 million or more members". There are also really useful case studies on

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District 9 and Paranormal Activity.  
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