



Filmmakers and Financing: Business Plans for Independents (American Film Market Presents)

By Louise Levison

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In this new and updated ultimate filmmaker's guide , Louise Levison gives you easy- to-use steps for writing an investor-winning business plan for a feature film including:

- Comprehensive explanations for each of the eight sections of a plan
- Full financial section with text and tables
- Sample business plan
- Companion website with additional information for various chapters and detailed financial instructions ? advanced math not needed

New! • Breaking the rules: how feature documentary, animated, and large format films differ

New! • Communicating with investors: who they are, pitching to them and the experiences of other indie filmmakers

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Editorial Review

Review

PRAISE FOR THE PREVIOUS EDITIONS:

Levison's book helped me create a straightforward and thorough business plan that ultimately raised \$2 million for my new project.

-Stu Pollard, Producer/Director, *Keep Your Distance*

Buying this book is the first step to becoming a successful, independent filmmaker. It helped me launch my company.

-Rick Pamplin, The Pamplin Film Company

If Louise Levison's Filmmakers & Financing were only about business plans, it would be worth more than its cover price. In addition, Levison gives sage, savvy, and clear introductions to every important aspect of film business-marketing, distribution, varieties of investors, financing options-it's all here, including a sample business plan. This book is a "must have" for any filmmaker's bookshelf.

-Morrie Warshawski, Consultant, and author of *Shaking the Money Tree: How to Get Grants and Donations for Film and Video, 2nd Edition*

A must-have educational and reference tool to help you conquer current industry practices regarding finance, production and distribution. Louise has consistently delivered a plethora of information that is easy for a beginning filmmaker to understand, while at the same time very useful to the entertainment veteran. No filmmaker's library would be complete without it.

-J. David Williams, Distributor, *Shiloh* and *The Omega Code*

Need money for a movie? Here's the road map every indie filmmaker needs to find it. It worked for me!

-Paul Sirmons, Director/Producer, *The First of May* and *Forevermore Films*

About the Author

Louise Levison (www.moviemoney.com) has a 22-year track record creating business plans for films (both single and slates) and other entertainment companies. She teaches in the Extension Program at UCLA and is publisher and editor of *The Film Entrepreneur: A Newsletter for the Independent Filmmaker and Investor*. Her clients have raised money for individual films with budgets from \$100,000 to \$30 million and slates with budgets totalling up to \$300 million. She regularly conducts workshops on financing for organizations and at film festivals. Levison holds an MA in Asian Area Studies and an MBA in finance.

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