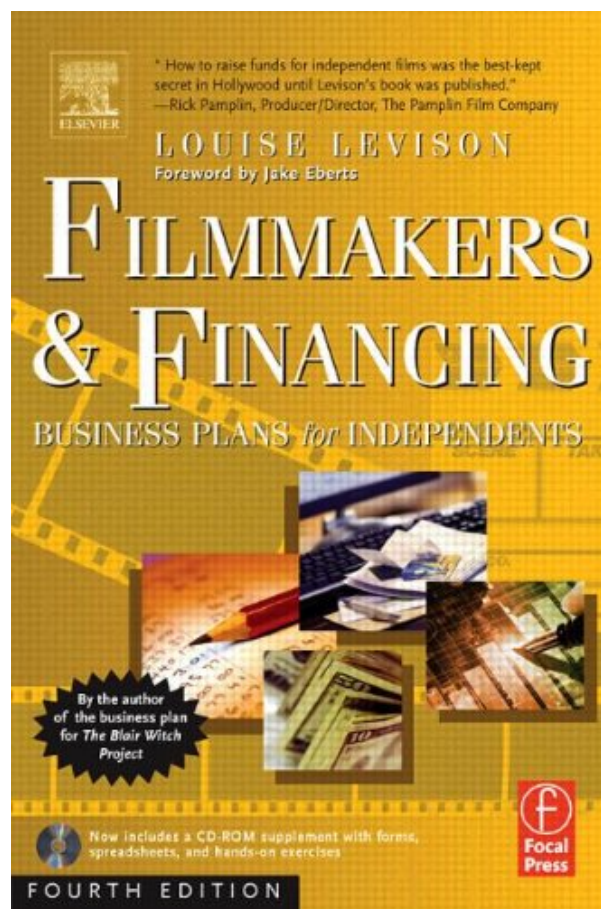
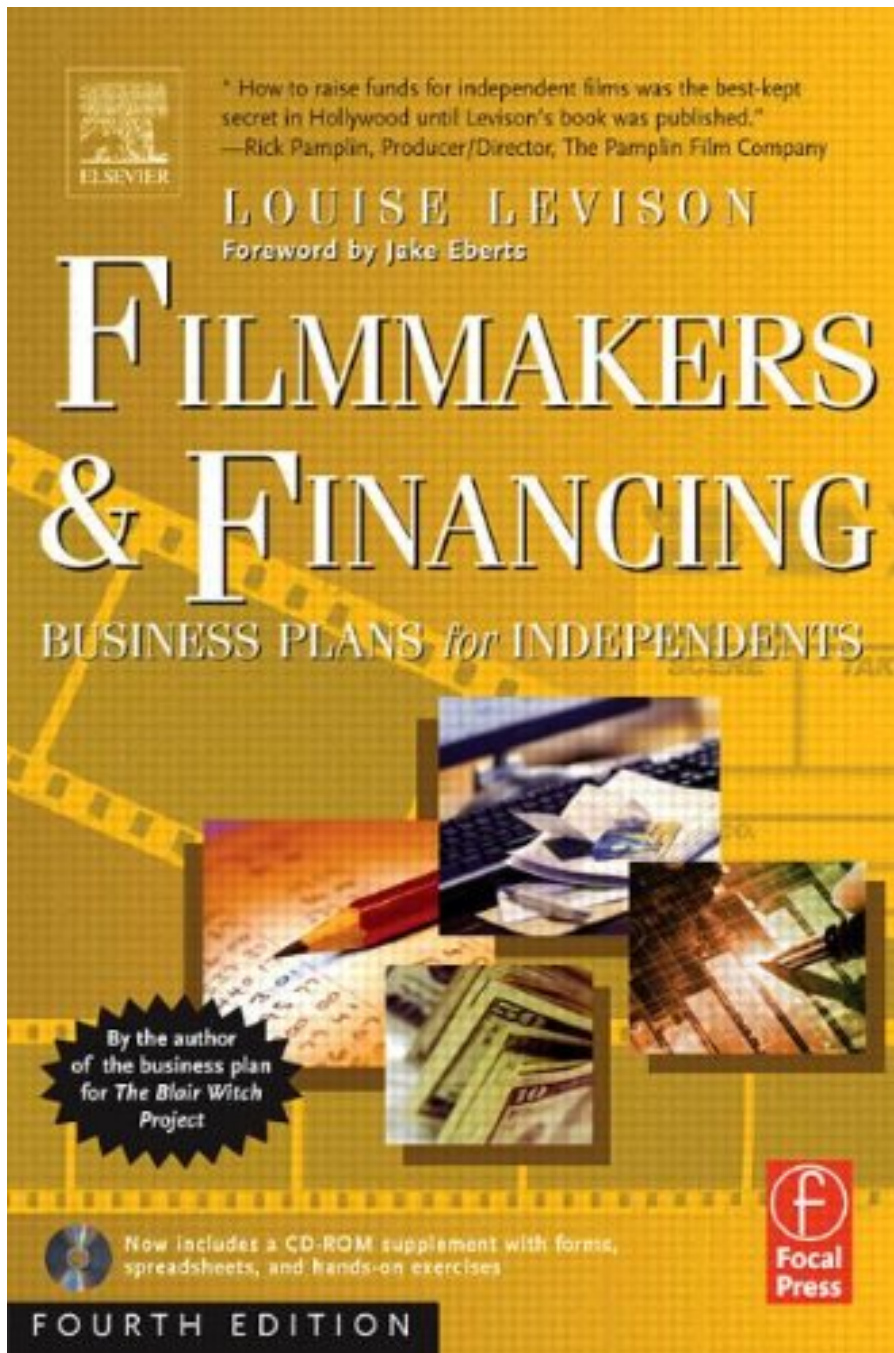


# FILMMAKERS AND FINANCING: BUSINESS PLANS FOR INDEPENDENTS (AMERICAN FILM MARKET PRESENTS) BY LOUISE LEVISON



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## Review

"Thank you so much for all your help from the business plan to the emails and introductions. You have helped this film become what it is today." Robin Cowie, Producer, The Blair Witch Project

"Levison's book gives filmmakers an inspiring and coherent merger of plain English, film lingo, and traditional business-speak. It 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."

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"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

"Even if you only wrote the script, this is a real important book to read. It will help you understand the market in terms of how independent film companies structure deals with screenwriters. And if you just aren't finding a market for your script and have considered making the film yourself, Levison's book is one of the best places to start if you want to find out what you are up against in terms of the kind of dollars you will need, where and how to get them, and the best strategy for getting your hands on the dough. To paraphrase the perennial Passover question: Why is this film financing book different than all other film financing books? It's pretty simple. No one tackles the dilemma of screenwriters who design to turn their script into independent features as succinctly and logically as Levison does. If you want to make an independent feature you need money, which means you need a business plan, which means you need Levison. Project outlines, industry overview, marketing, sample business plans, distribution, financial planning, loans and partnerships are all included. There is even a nifty CD-ROM supplement that comes with the book."

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The first, most crucial step in making a film is finding the funds to do it. This unique guide bridges the gap between the filmmaker and the business by teaching you how to create a business plan that can be presented to a potential investor. In clear, jargon-free terms, the author leads you through every step. Each chapter concentrates on a different section of the business plan, with supplementary exercises on the CD workbook.

The fourth edition contains completely revised and updated industry data, along with a new CD workbook for hands-on practice.

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1 of 1 people found the following review helpful.

**THE WORSE BOOK I'VE READ ABOUT BUSINESS PLAN IN A DECADE !!!!! DO NOT WASTE YOUR MONEY**

By Amazon Customer

It should deserve no star at all. Boring, terribly written. Louise Levison repeats herself on and on, she drags you on... and on, with useless and distracting examples, constantly highlights oblivious facts by using fear and disproportions. it's just filled up with cliché, and it clearly a hardcore conservatism bias. Basically, if you

have NO IDEA how a movie is produced, and how finance function, you may then want to know more, and will find this book horribly boring and repetitive, but you may learn a few useless things as well that may give you the summary of what a business plan. Because that is all a business plan, a summary, which you fill with your own plan. This book will not help anyone raise funds. I regret spending money and time reading this crap.

The book is empty. It's void. It could be summed up in 5 pages. It's a dishonest and deceptive attempt at taking money from readers.

0 of 0 people found the following review helpful.

The Absolute Authority On Film Financing

By C. Tovar

**BUY THIS BOOK.** If you are an independent filmmaker and want to learn about film financing from a truly accomplished expert, then by all means, purchase this book and every new edition that comes out.

Louise is a fantastic mentor and her book has become a mainstay... I had the opportunity to attend two workshops featuring her, as well as a private consultation and she is definitely an experienced, grounded voice in the field of film finance.

Her book clearly lays out everything you need to know about writing a business plan for your independent feature film and it provides clear examples and reasoning for why things are done the way they're done.

By all means, this is a **MUST-READ** for every independent director, producer and filmmaker.

6 of 6 people found the following review helpful.

better than basic/could be more specific

By film book reader

"Filmmakers and Financing..." is pretty good at helping you piece together a business plan for making a film (or creating a production company) and is better than a lot of the material on the web related to general business plans because it deals with issues specific to films and the filmmaking business. On the other hand, another reviewer has suggested that the book wasn't specific enough and that the example "fictional" business plan didn't seem to have enough substance. I agree with that comment. The author, who helped the "The Blair Witch Project" folks with their business plan, could have suggested some real-life examples (tough to walk the fine line drawn by naturally protected "proprietary information"). It's nice to see what a multi-million dollar production company business might look like, but I have to say that if I'm going to handle that kind of money, I'm probably going to retain a consultant to help prepare my business plan--maybe even the author! It's a good review of things you should know. Glad I read it. I think I'll pass it along to the next person.

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