



FILM DISTRIBUTION

CHECKLIST

SO YOU CAN SELL YOUR FILM

JASON BRUBAKER

FILM DISTRIBUTION CHECKLIST

Take Action: Make Your Movie Now!™

By Jason Brubaker

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Modern Film Distribution

My name is Jason Brubaker. I specialize in film distribution. If you know a filmmaker seeking distribution, you're in luck.

I am going to share new rules for selling your movie. But Before we talk about modern film distribution, a little context...

Historically, film distribution was controlled by a bunch of companies that safeguarded the marketplace. And as an independent filmmaker, if you were lucky enough to garner a distribution deal, odds were good the deal was a bunch of crap.

This was my experience with our first feature.

After receiving phone calls from would-be distributors full of empty promises, I started to dislike the predatory nature of traditional film distribution. But what could you do?

Back then, the only alternative to the old film distribution model was self-distribution. And if you remember, the term itself was synonymous with "loser." If you couldn't land a REAL distribution deal, then you weren't a real filmmaker.

For this reason alone, many filmmakers signed away their rights for the mere validation of seeing their movie in the video stores. And every few months these same filmmakers would receive financial statements in the mail. The statement would show the the movie revenue minus marketing expenses equaled ZERO!

Thankfully, times have changed. When we released our first feature on the Internet and started making sales, it was hard to believe we could do it without a film distributor. At first we did not understand the full power of distributing our film, ourselves.

But then our phone started ringing. Because of our growing popularity, distributors who previously rejected our film started presenting better and better offers. It was at this point I realized the paradigm was shifting in favor of the filmmaker.



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Indie filmmakers now have access to the marketplace.

While many distributors would like to tell you otherwise, with a little ingenuity and a strong marketing plan, you can control your own film distribution. But this doesn't mean the process is easy.

In order to succeed in selling your film, you will have to learn some new rules for film distribution:

1. My audience is my business.
2. Without an audience I have no business.
3. I am responsible for sourcing my own audience.

Look. I can't promise your film will make money. Some films will make a lot of money. Some films will make ZERO money.

But I can tell you that advances in VOD distribution offers hope.

Let me rephrase. There is hope if you're willing to do the work. But most filmmakers are NOT willing to do the work. In fact, most filmmaker would rather give up on their movie.

Hopefully not you.

You owe it to yourself and your investors to explore all options and come up with a solid marketing and distribution plan.

You need a film distribution plan that YOU control.

I created the following checklist to help you understand the modern film distribution process. And if you gain at least ONE useful film distribution strategy, then we can both be happy.

That's it. Easy, right?

As always, if you have questions about anything in this checklist, please contact me. I love it when I find out how these tips have helped you get closer to your film distribution goals!

Here we go...

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The following checklist breaks the film distribution process into twenty-five easy to follow steps. In full disclosure, some of the companies, products and services mentioned in this eBook are my affiliates of Brubaker Unlimited LLC. This means that the I may get paid to recommend various products and services.

1. Got a movie website? If not, create a website for your film. When it comes to hosting, I use [Bluehost](#) for some of my sites. When you purchase hosting, a domain name is usually included.
2. Branding is the marketing equivalent of matching your belt with your shoes. Don't make your marketing complicated. Make sure your colors, logos, posters and fonts look professional.
3. Most filmmakers make a crazy website with all sorts of bells and whistles. Your movie website should be simple. Keep it limited to a banner, trailer, an about page, a buy now button and some links to your social networks and an opt-in form...
4. Getting people to opt-in to your list is important. Having an opt-in form allows you to build an email mailing list of people who want to see your movie. To set up an opt-in form (so you can stay in touch with your audience), check out [Aweber](#).
5. Take a moment to think about your target audience. You need a marketable hook for your movie and a plan for reaching your target demographic. If not, stop and figure it out!
6. Ask yourself the following questions: "How many units do I need to sell to break even? And how will I make this happen?"
7. Get your movie selling as a digital rental and purchase via an aggregator [like my employer Distribber](#).
8. When it comes to video-on-demand distribution, a common release strategy involves launching in this order: Theatrical, Transactional VOD and then Subscription VOD.

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9. Your trailer is an important promotional tool. Upload your trailer to YouTube as well as other, popular video sites. Make sure your trailer mentions your website.
10. Write press releases related to the availability of your movie. Include back links to your site. Send the release out via one of the online press release submission sites. In addition to this, don't be afraid to pitch magazine editors and journalists.
11. Join online forums related to your target market. Create a profile, complete with a signature link to your website. Now, whenever you join a conversation, you'll spread your links.
12. Just because you are in a forum doesn't mean people care about you or your movie. If you join conversations without adding value – Or if you become one of those spam happy people who talk about your movie and fail to add value to the discussion, you will be seen as a spammer.
13. If the idea of contributing to forum conversations annoys you, then just pay for advertising on the site. The point is to increase awareness of your movie and get prospective audience members to click over to your site and join your mailing list.
14. Create a Facebook page, a Twitter account and other social networking sites. Optimize social sites to drive visitors back to your website (so you can get more subscribers.)
15. The purpose of using social networks is to connect with your target market, spread word about your film and grow your list.
16. Engagement is all about joining the conversation and asking questions. Ask "fill in the blank" questions for engagement.
17. Have your webmaster put icons on your website so people can share your film with friends on social networking sites.
18. If you have the budget, purchase some offline advertising in publications related to your movie. To find related publications, [check out Just Media Kits.](#)
19. The purpose of your site is to get targeted visitors to watch your movie trailer and click the BUY NOW button. Any pages or links that distract from this goal must be deleted!

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20. Maximize exposure in TVOD platforms like iTunes, Amazon, Google Play or VUDU by getting as many sales as possible in the first two days. This helps you get close to the first page.
21. Compare your movie website visitors to the amount of sales. This will help you find your website conversion rate. Example: 100 visitors results in 3 sales. Your conversion rate is then 3%.
22. Reinvest money into advertising. Hire someone who has a proven track record in Pay Per Click advertising. Many of these professionals will work for a percentage of sales.
23. Sales will level off after time. When this happens, find other filmmakers with a movie aimed at the same target audience. Ask them to promote your movie. Be willing to pay a cut of profits.
24. Ask yourself the following questions: "How many units do I need to sell to break even? And how will I make this happen?"
25. Continually increase your education. Film distribution strategy changes rapidly. So you will want to talk to successful filmmakers, get new ideas and continually improve your skills. If you're interested, [check out the Sell Your Movie system.](#)