

How to Market and Sell Your Movie

When applied, these steps serve as a nice foundation for your modern movie sales strategy.

- ✓ **Step 1 – Sharpen Your Hook**
- ✓ **Step 2 – Target Your Target Audience**
- ✓ **Step 3 – Get into the VOD Marketplace**
- ✓ **Step 4 – Create Your Movie Sales Funnel**
- ✓ **Step 5 – Refine Your Trailer (And Promote It)**
- ✓ **Step 6 – Increase Targeted Web Traffic**
- ✓ **Step 7 – Leverage Your Following**

The 5 Modern Moviemaking Questions

These are five questions you must answer before you go into any production.

- ✓ **Who Is Your Target Audience?**
- ✓ **How Large Is Your Target Audience?**
- ✓ **How Will You Reach Your Audience?**
- ✓ **What Is Your Marketing Strategy?**
- ✓ **How Many VOD Sales to Break Even?**

No-Fluff Filmmaking Tools

These are some filmmaking tools that you can put to use today!

- ✓ **www.FreeFilmmakingBook.com** is where I give away over \$47 in free filmmaking tools, including my modern moviemaking toolkit and manifesto.
- ✓ **www.HowToSellYourMovie.com** shows you how to sell your movie through new methods of internet marketing and VOD distribution.
- ✓ **www.MakeYourMovieNow.com** is designed to help you solve your most pressing filmmaking, screenwriting and distribution problems.