

# Quick Guide To Film Funding: 5 Essential Tactics For Raising The Money



**By Tom Malloy**

[filmmakingstuff.com](http://filmmakingstuff.com)

## Fund Your Film

My name is Tom Malloy. I have raised more than \$25 million in private equity to produce all the films that my company, Trick Candle Productions has made.

When it comes to funding a film, one major challenge many filmmakers have is actually finding and getting meetings with with HNIs (High-Net-Worth Individuals). In this guide, you'll discover the five essential film funding tactics that have helped me.

As a general disclaimer, before you attempt to raise money you will want to talk with a qualified attorney.



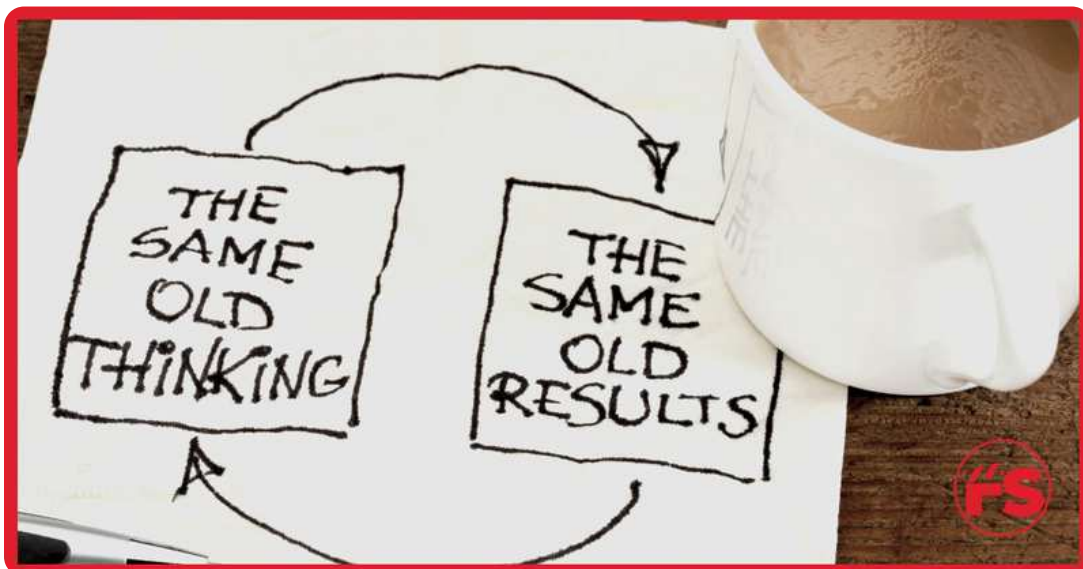
## Film Funding Tactic 01

# The Right Mindset

The first step in the film funding process is identifying your budget. Don't guess at this number. Reach out to an experienced line producer. A line producer will evaluate your screenplay and then provide you with a schedule and a budget.

Once you have your budget, **you need to believe** you can raise the money. Write down your intention on paper, something like: "**I will attract the financing for my film within a year.**" Put that paper where you can see it. And every time you glance at the words, repeat the mantra over and over. And each time, visualize yourself accepting a check or seeing the money in your bank account.

Over time this practice will change your thinking. Your thinking will change your beliefs. And your beliefs will influence the actions you take. You'll be surprised how adopting this film funding mindset will positively reshape your life.





# Look For Opportunities

Once you adopt the film funding mindset, you'll begin to recognize opportunities you previously would have missed. And you must be ready to act. A friend tells you that his uncle, a major HNI (High-Net-Worth Individual), is coming into town next week. Set up a lunch! Or the local news mentions an entrepreneur just moved her company to your town. Secure a meeting? Or a local car dealer just sold his very successful dealership. Great. Get together for a coffee?

Keep up with headlines in Variety, the Hollywood Reporter, and Deadline. You'll start to identify the key people you'll eventually want to do business with. And being up to date on the industry will make your conversations exciting when you meet with HNIs. This experience will further reinforce your belief in your abilities.

The goal here is to **constantly identify opportunities** that could eventually lead to funding your film. And if it's not apparent, your goal is to establish relationships.





# Leverage Your Network

A great way to find HNIs is to start with your friends and family. Please **DO NOT ask friends and family for money**. Your friends and family want to help, but they don't want to invest. Instead, just catch up. Tell them you're producing a movie. Then ask if they know any HNIs who might be interested in investing. It sounds simple, but this technique has helped me raise millions of dollars for movies.

There is a theory called The Six Degrees of Separation. The theory states that every person on earth is six people away from any other person. So if you pick a random person, they are, at maximum, only six people away from someone who knows you. That means you're only six degrees from all the money in the world.

So next time someone asks you what you do for a living, tell them you're raising money to produce a film, and ask: "Do you know any HNIs?" They just might!





# Join Professional Organizations

This tactic involves joining a club or organization where there are a lot of high-net-worth individuals, or the club itself could have an influence on attracting money for your film. Maybe it's a real estate investing club. Or perhaps it's a car club for Porsche enthusiasts. Or perhaps it's a self-improvement weekend for burnt-out CEOs looking to make a change. The opportunities are endless.

To make this work, you need to be authentic and genuinely passionate about the cause. In conversations, tell people the reason you're there. "I'm raising money to produce a film about \_\_\_\_." When you speak about your film project with total confidence, many HNIs will see it as an opportunity to get involved.

**The goal is to find ways to meet and establish relationships with HNIs.**





## Film Funding Tactic 05

# Contact HNIs Directly

High-Net-Worth Individuals are accessible. Let me repeat. It has been my experience that meaningful and powerful people are easy to reach. Here is how you can use all five of these film funding tactics to meet HNIs:

Starting today, get in the right mindset. Once you know your budget, you need to believe that you CAN and WILL get the money to fund your film. Then over the next few weeks, keep your eyes and ears open. Look for connections to HNIs in your town. Write down the names of those people. Then reach out for a meeting.

Tell the HNI you would love it if they'd listen to your 15-minute pitch. That's it. Do not make it longer than that. And then, who knows? You may set up a long-term financing relationship. **In this business, relationships are everything.**





# You Need A Film Business Plan

My name is Tom Malloy. And in the course of raising north of \$25 million to produce independent films, I've learned that "prepping" your film project is the most crucial step in making it happen. And one key component to prepping is having a film business plan.

A good business plan provides an overview of your project, what you need to make it happen, and most importantly, it answers the big question: "What's in it for your investor?"

My business plan template represents the culmination of meeting and pitching to countless investors and figuring out what works and what doesn't. It has been distilled down the essentials of what has actually worked for me. Click the button below to learn more.

**LEARN MORE ABOUT MY FILM BUSINESS PLAN**