

FILMMAKER ROADMAP: SEVEN LEVELS OF MOVIE PRODUCING



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Welcome Filmmaker

My name is Tom Malloy. I have raised over \$25 million in private equity to produce multiple feature films.

The 7 Levels of Movie Producing is a practical guide to help you navigate the exciting yet challenging world of producing movies based on my experience.

By following The 7 Levels Of Movie Producing, you'll always have a step-by-step roadmap on where you're at and where to go next. It's the roadmap I wish I had.

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



MICRO-SHORT FILMS

Get started with micro-short films. There's no need for a budget or professional equipment - creativity is your only limit. Use your phone to capture one-minute videos for platforms like YouTube or quick content for social media. Experiment with themes, styles, and camera angles inspired by your favorite movies.

Make a goal to create at least 15-20 short videos, embrace mistakes, learn, improve your skills, and have fun. This experience will help you improve your camera work, video editing, and essential marketing.

ACTION STEPS:

- **Platforms:** Choose your favorites - TikTok, Instagram, YouTube.
- **Experimentation:** Play with themes, genres, and styles.
- **Skill Development:** Improve filming, editing, and post-production.
- **Marketing:** Begin learning strategies to showcase your work.





LONG SHORT FILMS

In level two, your goal is to **make at least ten short films** three to eight minutes long. Start by writing a short movie script. Rent or borrow a good camera. Grab some basic lights, a microphone, and a tripod. Ask friends to help. And get permission in writing to use actors, locations, music, and other stuff.

When making short films, the goal is to try new things, make creative mistakes, learn from your mistakes, and improve your storytelling. Look for chances to show your films at festivals and listen for constructive feedback.

ACTION STEPS:

- **Write:** Develop multiple screenplays that challenge you
- **Equip:** Focus on storytelling with quality equipment
- **Collaborate:** Partner with peers and learn from experience
- **Protect:** Navigate legalities; explore film festivals





BACKYARD INDIE FEATURES

At level three, you're done with making short films. You've honed your skills and gained confidence. And if you've made all ten short films from level two, consider yourself prepped to **make a backyard indie feature film**. Making a feature can get you noticed and maybe even make you some money.

Most backyard indies are made for \$10,000 to \$50,000. If you're not sitting on a pile of cash, you'll need to get creative. Ask yourself this question: *"Given the resources I have right now, what movie can I make this year?"*

ACTION STEPS:

- **Planning:** List everything on paper, accounting for budget and resources
- **Equipment:** Get the equipment needed to make a longer film
- **Crew Up:** Build a more substantial cast and crew
- **Distribution:** Learn everything you can about movie distribution





LOW-BUDGET FEATURES

Having pulled off a self-financed or friends-and-family-backed backyard indie, you've earned Industry credibility. You've proven that you're someone who can make a movie despite the odds. You're not in the big leagues yet, but you're getting close. And you're eager to **produce an investor-backed movie**.

Level four isn't just about making films. It's proving to investors that their money is safe with you. Bigger budgets and increased scrutiny come into play, as do opportunities for stronger relationships, better equipment, and wider distribution.

ACTION STEPS:

- **Make Plan:** Show investors you have a solid plan to use their money
- **Build Trust:** Prove that you're reliable and can handle bigger budgets
- **Upgrade Skills:** Learn to work with more money and better equipment
- **Contact Distributors:** Build relationships with sales agents and distributors





STUDIO INDIE FEATURES

Your indie successes have gained the attention of major movie studios. You're no longer just an independent filmmaker. You're an experienced movie producer who can deliver movies on time and within budget. You're here because you earned it.

At level five, it's not just about making movies. It's about balancing the creative freedom of indie filmmaking while working in the organized and well-financed world of studio productions. Since you're now working with bigger names, every creative choice and business decision is in the spotlight.

ACTION STEPS:

- **Budget Mastery:** Gain skills in handling bigger budgets
- **Studio Dynamics:** Adjust to the norms of working with large studios
- **Handle Pressure:** Make smart choices when all eyes are on you.
- **Stay Flexible:** Be ready to adapt and make changes when needed.





MULTIPLE FEATURES

At level six, you're making multiple motion pictures. Your credibility has grown so you can access investors, studio producers, professional casts, and crew while navigating the intricacies of studio politics. Your reputation and track record have increased significantly, opening doors to various opportunities.

You're now a highly experienced producer who can successfully bring multiple movie projects to life. You have strong relationships with the right people, know how to raise money, and can navigate most movie-producing challenges.

ACTION STEPS:

- **Showcase:** Leverage success to attract talent and funding
- **Multi-Project:** Excel in managing multiple movie projects
- **Co-Productions:** Work with other studios and known producers
- **Efficiency:** Manage resources and budgets efficiently





BLOCKBUSTER FEATURES

Level seven is the realm of the blockbuster. At this level, you create movies that not only set trends in the industry but also leave a lasting impact on the world. You can access massive budgets, A-list actors, and cutting-edge special effects.

At this level, your movies are transformative experiences with the potential to capture the world's imagination and be remembered forever. The bar is set high, but success here means joining the ranks of legends like Spielberg, Scorsese, and more... It's where your films are not just projects but legacies.

ACTION STEPS:

- **Big Budgets:** Learn to use large funds to create unforgettable movies
- **Create Magic:** Make stories that people all over the world will love
- **Cast Stars:** Work with top actors to bring these stories to life
- **Iconic Films:** Make movies that win the hearts of viewers and critics alike





You Need A Film Business Plan

My name is Tom Malloy. 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 doesn't. It has been distilled down the essentials of what has worked for me. Click the button below to learn more.

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