



# Financing for Filmmakers: Successful Business Models for Filmmakers (Second Edition)

*John Sweeney*

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Finance, as Jean-Luc Godard observed, is the key to getting films made, and the key to getting finance is having a structured proposal that appeals to those with the money and/or resources needed to make the film.

This book shows by using the right management techniques and new digital formats, filmmakers can create films for between £50k (\$75) and £200k (\$350k), which look like they cost millions of pounds or dollars – such films, are highly attractive to investors.

This is the only fully comprehensive guide, that shows in easy steps how to create a business model that attracts film investors and allows you to make the films you want to.

This book covers:

The filmmaking company, its products, services, and the industrial environment it operates in.

The management of resources both human and technical.

The marketing, promotion and distribution of films.

Financial planning to acquire funding for film projects and to generate income and profits.

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