

10 Tips For Making Your Own Distribution Arrangements For Your Film

Are you an independent filmmaker looking to distribute your own film? Making your own distribution arrangements can be a challenging yet rewarding endeavor. By taking control of how your film reaches its audience, you have the potential to maximize its exposure and create new opportunities for success.

Below are ten essential tips to help you navigate the complex world of film distribution and make the most of your self-distribution efforts.

1. Define Your Target Audience

Understanding your target audience is crucial when it comes to making distribution arrangements. Determine who your film appeals to and in which markets it might perform the best. This knowledge will serve as a foundation for your distribution strategy.



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by Gini Graham Scott (Kindle Edition)

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2. Research Various Distribution Options

Explore the various distribution options available to you, such as self-distribution platforms, film festivals, online streaming services, and theatrical releases. Each option has its own pros and cons, so it is essential to research and evaluate them meticulously before making a decision.

3. Develop a Compelling Marketing Strategy

Success in self-distribution heavily relies on effective marketing. Craft a compelling marketing strategy that showcases the unique features of your film and resonates with your target audience. Utilize social media, email marketing, press releases, and other promotional tools to generate buzz and attract attention.

4. Build Relationships with Industry Professionals

Networking and building relationships with industry professionals can open doors for distribution opportunities. Attend film festivals, industry events, and join online communities to connect with distributors, sales agents, and other influential figures who can help distribute your film.

5. Create an Engaging Online Presence

An engaging and user-friendly website is essential for promoting your film and attracting potential distributors or investors. Include a trailer, behind-the-scenes footage, and relevant information about the film. Ensure your website is optimized for search engines.

6. Leverage the Power of Film Festivals

Participating in renowned film festivals can be an excellent way to gain exposure and attract the attention of distributors or sales agents. Research suitable festivals for your film, submit your work, and seize the opportunities that arise during these events.

7. Formulate a Distribution Budget

Creating a distribution budget is crucial in managing your resources effectively. Consider expenses such as marketing, DVD duplication, digital distribution fees, and any other costs associated with getting your film in front of an audience.

8. Understand Distribution Contracts

Familiarize yourself with distribution contracts before entering into any agreements. Seek legal advice to ensure you are protected and fully understand the terms and conditions outlined in the contract. Negotiate favorable terms that align with your goals and aspirations for your film.

9. Utilize Online Self-Distribution Platforms

Online self-distribution platforms such as Vimeo On Demand, Amazon Video Direct, and iTunes provide filmmakers with opportunities to reach a global audience. These platforms offer a streamlined process for uploading and distributing your film online while retaining control of your content.

10. Stay Persistent and Positive

Self-distribution can be a challenging and time-consuming endeavor. It is essential to stay persistent, adapt to market changes, and remain positive throughout the process. Building a successful distribution strategy takes time and effort, but the rewards can be well worth it.

In , making your own distribution arrangements for your film gives you the freedom and control to shape your film's destiny. By understanding your target audience, researching distribution options, and developing a compelling marketing strategy, you can maximize the exposure and success of your film. By following these ten tips and staying persistent, you are on your way to creating a strong distribution strategy that takes your film to new heights.



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10 Tips for Making Your Own Distribution Arrangements for Your Film describes how you can distribute your film through various online video platforms including aggregators and your own website. It discusses the different types of video platforms, including third-party aggregators and video on demand (VOD) sales platforms. It suggests articles you can read for further information on distributing your film, and lists the major online distribution platforms, which have links to the VOD retailers, such as iTunes, Google Play, and Netflix. It summarizes the

arrangements for each platform and provides website links for additional information. The book is formatted like a journal, so readers can write down their ideas for what to do after reading each tip. The book is part of a series of short books, in which each book features tips and techniques for becoming more successful in the film industry. GINI GRAHAM SCOTT, PhD is a screenplay writer, indie film producer, and TV game/reality show developer, plus a nonfiction writer who has published over 200 books, 50 for traditional publishers and 150 for her own company Changemakers Publishing. She also writes, reviews, and ghostwrites scripts and books for clients. She has written scripts for 20 feature films and has written and executive produced 10 films and TV projects.



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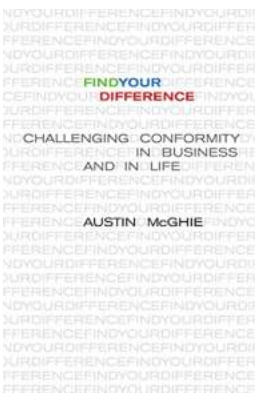
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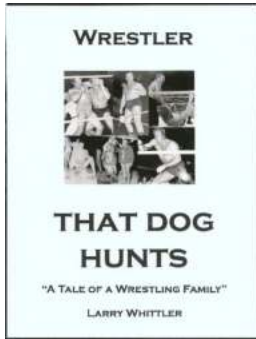
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