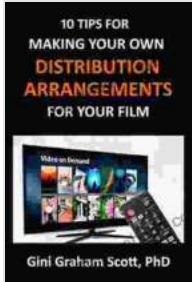


10 Tips for Making Your Own Distribution Arrangements for Your Film: A Comprehensive Guide



10 Tips for Making Your Own Distribution

Arrangements for Your Film by Gini Graham Scott

★★★★★ 5 out of 5

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If you're an independent filmmaker, you're probably aware that getting your film distributed can be a daunting task. However, it is possible to do it yourself, and with careful planning and execution, you can increase your chances of success.

In this article, we'll provide you with 10 tips for making your own distribution arrangements for your film. These tips will cover everything from choosing the right distributor to negotiating a fair deal to marketing and promoting your film.

1. Choose the right distributor

The first step to making your own distribution arrangements is to choose the right distributor. There are a number of different types of distributors out there, each with its own strengths and weaknesses. It's important to do your research and find a distributor that is a good fit for your film.

When choosing a distributor, consider the following factors:

- **The size of the distributor.** Larger distributors have more resources and reach, but they may also be more expensive and difficult to work with.
- **The distributor's track record.** Look for a distributor that has a good track record of success in releasing films similar to yours.
- **The distributor's fees.** Different distributors charge different fees for their services. It's important to compare fees before making a decision.
- **The distributor's terms.** Make sure you understand the distributor's terms before signing a contract. This includes the length of the contract, the territories the film will be released in, and the percentage of revenue you will receive.

2. Negotiate a fair deal

Once you've chosen a distributor, you'll need to negotiate a fair deal. This is a complex process, and it's important to get legal advice before signing a contract.

When negotiating a deal, consider the following factors:

- **The minimum guarantee.** This is the amount of money the distributor will pay you upfront for the rights to distribute your film.
- **The percentage of revenue.** This is the percentage of gross revenue you will receive from the sale of your film.
- **The term of the contract.** This is the length of time the distributor will have the rights to distribute your film.
- **The territories the film will be released in.** This is the geographic area where the distributor will have the rights to distribute your film.
- **The marketing and promotion budget.** This is the amount of money the distributor will spend on marketing and promoting your film.

3. Create a marketing and promotion plan

Once you've negotiated a deal with a distributor, you'll need to create a marketing and promotion plan. This plan should outline how you will reach your target audience and generate interest in your film.

When creating a marketing and promotion plan, consider the following factors:

- **Your target audience.** Who are you trying to reach with your film?
- **Your marketing budget.** How much money do you have to spend on marketing and promotion?
- **Your marketing channels.** What channels will you use to reach your target audience? This could include social media, online advertising, print advertising, and public relations.

- **Your marketing message.** What is the key message you want to communicate about your film?

4. Build a strong online presence

In today's digital age, it's more important than ever to have a strong online presence. This includes having a website, social media accounts, and a presence on video-sharing platforms.

Your website should be a central hub for all information about your film. It should include a trailer, synopsis, cast and crew information, and a way for people to buy tickets or stream your film.

Your social media accounts should be used to promote your film and engage with your fans. You should post updates about your film's progress, share behind-the-scenes photos and videos, and run contests and giveaways.

Video-sharing platforms like YouTube and Vimeo are a great way to reach a wider audience. You can upload trailers, clips, and featurettes from your film to these platforms.

5. Submit your film to festivals

Film festivals are a great way to get your film seen by a wider audience. They can also help you generate buzz and interest in your film.

When submitting your film to festivals, consider the following factors:

- **The festival's reputation.** Some festivals are more prestigious than others. Do your research and find festivals that are a good fit for your

film.

- **The festival's submission guidelines.** Make sure you read and follow the submission guidelines carefully. This includes the deadline, the format of the submission, and the required materials.
- **The festival's fees.** Some festivals charge a submission fee. Be sure to factor this into your budget.

6. Host screenings

Hosting screenings is a great way to generate interest in your film and build a community around it. You can host screenings at local theaters, community centers, or even in your own backyard.

When hosting a screening, consider the following factors:

- **The location.** Choose a location that is convenient for your target audience.
- **The date and time.** Choose a date and time that is convenient for your target audience.
- **The price.** You may want to charge a small admission fee to cover your costs.
- **The promotion.** Promote your screening through social media, email, and other channels.

7. Sell your film online

In addition to distributing your film through traditional channels, you can also sell your film online. There are a number of different platforms that allow you to sell your film directly to consumers.

When selling your film online, consider the following factors:

- **The platform.** Choose a platform that is easy to use and that has a good reputation.
- **The price.** Set a price that is competitive with other films in your genre.
- **The promotion.** Promote your film on social media, email, and other channels.

8. Get reviews



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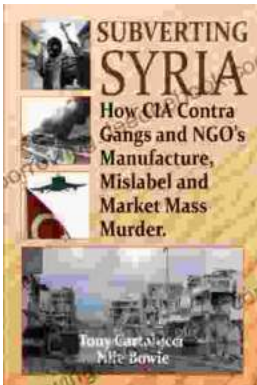
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