



Filmmakers and Financing: Business Plans for Independents

Louise Levison

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The Second Edition of *Filmmakers and Financing: Business Plans for Independents* contains completely revised and updated financial and industry data. The book will teach the reader how to create a business plan to present to a potential investor. With its easy-to-follow format and its step-by-step approach, this unique guide will bridge the gap between the filmmaker and business, whether you are looking to create a plan for one film or multiple films.

Each chapter concentrates on a specific section of the business plan, such as the executive summary, industry, market, distribution financial planning, etc. There is also a sample business plan for reference as you write your own. Ms. Levison provides you with the information you need to approach potential investors, including:

- defining your goals and objectives;
- describing your proposed films;
- researching your markets and distribution systems;
- developing complete financial projections;
- applying the plan to the management of your company.

Even if you have no previous financial experience, the book will give you the tools necessary to write a direct, dynamic business plan that will attract investors to your projects.

Louise Levison is president and founder of Business Strategies, a ten-year-old business consulting firm, which specializes in writing business plans for film, Internet, and other entertainment related companies, developing corporate strategies, and guiding entrepreneurs in looking for and working with equity financing. She has taught "Creating a Business Plan for the Start-up Film Company" and "Creating a Multimedia Business Plan" for the Entertainment Studies Department of the Extension Program at UCLA.

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