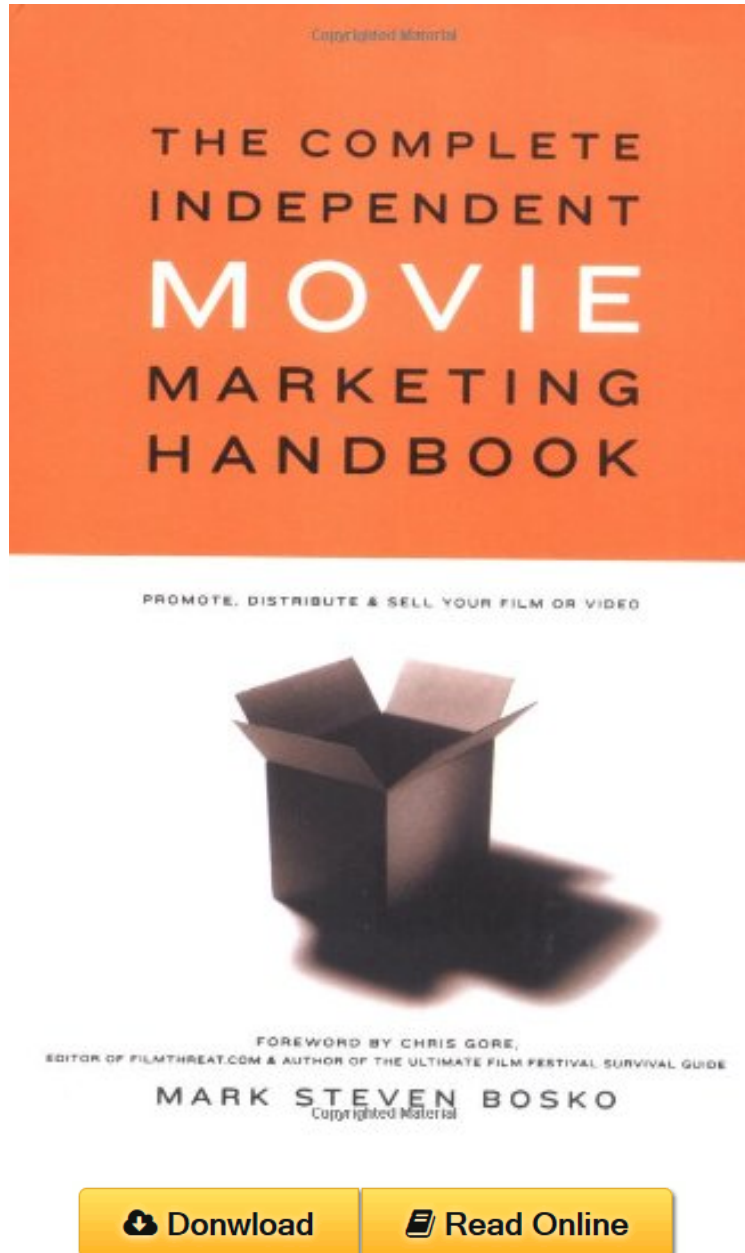


[Read now] The Complete Independent Movie Marketing Handbook

The Complete Independent Movie Marketing Handbook

Mark Steven Bosko

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chains and through the Internet, this book is a 'must-have' for any independent film or videomaker looking to seriously sustain a career in the entertainment industry. Mark Steven Bosko, who lives in Ravenna, Ohio, has been promoting and distributing independent feature films for more than 10 years and, in addition to performing virtually every job on a film production, has worked professionally in public relations, marketing and magazine publishing. About the Author Bosko has been promoting and distributing independent feature films for more than 10 ye

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Went in a skeptic, came out a believer
By Thom Harp on June 19, 2003
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Being a skeptic, I tested Mark's capsule exercises on a script I was preparing for the IFP Spotlight Award. The results were unnerving - I discovered buried treasure I didn't know I had within my story and eliminated an entire subplot that didn't service the STORY. Mark demystifies the concept of marketing, asking simple, direct questions. By asking "why would anyone want to see your film?" Mark goes past just marketing and addresses the issues that draw people to filmmaking in the first place. When I put the book down, I had a clear vision of the kind of filmmaker I want to be - and a great set of tools to get there.

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Must-Have Movie Marketing Magic
By Sam Lodge on June 5, 2003
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A lot of people throw the title "guruaround, but Bosko's the real deal. As a filmmaker, if you've ever wondered how to: get press coverage, create a media kit, find an attractive title; identify your movie's hooks, locate distributors, exploit the power of the web, get audiences and distribution and actually sell your movie or video...then GET THIS BOOK! Bosko "tells all in an easy-to-read style that gets the creative juices flowing. No filmmaker should go anywhere near a camera without reading the hard-core, straight-up instruction and advice in this book.

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9 of 10 people found the following review helpful
Helped sell my film
By Susan Schneider on June 13, 2003
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This book is so great! I got a copy after reading a review and it lived up to every claim. The techniques in the book's "Self-Distribution" section showed me how to set up regional sales for a film that otherwise has not made any money up until this point! I can now proudly say that my DVD is available in 17 video stores in Pennsylvania and New York thanks to the tips in this book! Get Bosko's book if you want to sell your film - it is that simple.

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7 of 8 people found the following review helpful
The Title is Perfect-- It Says It All...
By Bill Murray on May 1, 2003
Format: Paperback
Carefully, attentively, w o r d b y w o r d, read the title of Mark Bosco's "The Complete Independent Movie Marketing Handbook- Promote, Distribute, and Sell Your Film or Video". It says it all. Trust me: trust it. Implement even a few of the suggestions in Bosco's book, and you'll save ten times, maybe a hundred times what the book cost you, and give your film a fighting chance to prosper. 'Wish I'd had this earlier.

Comment
Was this review helpful to you? Yes No
5 of 6 people found the following review helpful
An Absolute MUST!
By David Adams on May 14, 2003
Format: Paperback
Outstanding! Mark's style of writing is so engaging, down-to-earth, and motivating --I couldn't pull myself away! I've been behind the scenes on several film projects and can't believe they had the audacity to shoot without knowing what Mark shares in this book. My highlighter is nearly empty! When it comes to marketing a project, ignorance is certainly not bliss! Mark's book is an absolute MUST HAVE if you plan to DO something with your film other than show your parents!

Comment
Was this review helpful to you? Yes No
1 of 1 people found the following review helpful
Great book
By Edy on April 7, 2011
Format: Kindle Edition
Verified Purchase
The book has useful information, I used it to take my first movie to a festival. I followed it's tips and I was a succes in the festival.

Comment
Was this review helpful to you? Yes No
1 of 1 people found the following review helpful
Very Informative
By Reviewer Guy on January 23, 2011
Format: Paperback
Verified Purchase
As an independent film maker, I have read through dozens of books pertaining to film marketing/distribution, and this one ranks in the top 3. This book REALISTICALLY guides you through the endeavors of marketing while in the world of independent films. Through the book it teaches you how to find a distributor and the best ways to pitch your film to them and it also shows you how to distribute the film yourself. What I like most that in the back of the book it features a list of INDEPENDENT FILM FRIENDLY distribution companies that you can contact after reading the book.

See all 16 Highly recommended for filmmakers screenwriters alike.
E. English
If you are an independent filmmaker, or want to know what it takes to get a film promoted, distributed and sold, you must have this book.
David Keel
I can now proudly say that my DVD is available in 17 video stores in Pennslyvania and New York thanks to the tips in this book!
Susan Schneider
Most Helpful Customer Reviews 12 of 13 people found the following review helpful
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Format: Paperback
Being a skeptic, I tested

Mark's capsule exercises on a script I was preparing for the IFP Spotlight Award. The results were unnerving - I discovered buried treasure I didn't know I had within my story and eliminated an entire subplot that didn't service the STORY. Mark demystifies the concept of marketing, asking simple, direct questions. By asking "why would anyone want to see your film?" Mark goes past just marketing and addresses the issues that draw people to filmmaking in the first place. When I put the book down, I had a clear vision of the kind of filmmaker I want to be - and a great set of tools to get there. 1 Comment Was this review helpful to you?

Yes No 7 of 7 people found the following review helpful Must-Have Movie Marketing Magic By Sam Lodge on June 5, 2003 Format: Paperback A lot of people throw the title "guruaround, but Bosko's the real deal. As a filmmaker, if you've ever wondered how to: get press coverage, create a media kit, find an attractive title; identify your movie's hooks, locate distributors, exploit the power of the web, get audiences and distribution and actually sell your movie or video...then GET THIS BOOK! Bosko "tells all in an easy-to-read style that gets the creative juices flowing. No filmmaker should go anywhere near a camera without reading the hard-core, straight-up instruction and advice in this book. Comment Was this review helpful to you? Yes No 9 of 10 people | File size: 53.Mb

Mark Steven Bosko : The Complete Independent Movie Marketing Handbook before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Complete Independent Movie Marketing Handbook:

3 of 3 people found the following review helpful. Very Informative By Reviewer Guy As an independent film maker, I have read through dozens of books pertaining to film marketing/distribution, and this one ranks in the top 3. This book REALISTICALLY guides you through the endeavors of marketing while in the world of independent films. Through the book it teaches you how to find a distributor and the best ways to pitch your film to them and it also shows you how to distribute the film yourself. What I like most that in the back of the book it features a list of INDEPENDENT FILM FRIENDLY distribution companies that you can contact after reading the book. ONLY DOWNSIDE OF THE BOOK, it's about 10 years old and still mentions VHS and mentions the internet as a NEW MEDIA... don't let that discourage you from getting it, it will still give you a wealth of information. 0 of 0 people found the following review helpful. Great for people who really want to understand marketing standpoints By Customer Some things are outdated but it's aware of that, constantly telling you that times always change so taking the basis of what the book gives is what is important. Great for people who really want to understand marketing standpoints. Especially for independent filmmakers who think luck has a lot to do with a film's success; it's a great eye opener. 0 of 0 people found the following review helpful. Nice to read By Irina It's worth reading even if you are a marketing professional. Many specific facts and advices. For US filmmakers also many details and contacts

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From the Back Cover Mark Steven Bosko If you're an independent filmmaker looking for information on how to find distribution and audiences for your movies and videos, you'll find it here. This book gives street level instruction and real-world examples on how to promote, distribute and sell your productions. From landing a distribution deal and getting free media coverage to staging a low-cost premiere and selling your productions to video rental chains and through the Internet, this book is a must-have' for any independent film or videomaker looking to seriously sustain a career in the entertainment industry. Mark Steven Bosko, who lives in Ravenna, Ohio, has been promoting and distributing independent feature films for more than 10 years and, in addition to performing virtually every job on a film production, has worked professionally in public relations, marketing and magazine publishing. About the Author Bosko has been promoting and distributing independent feature films for more than 10 years.