



# Don't Let Your Film Die: How to Plan a Successful Launch Without Going Broke

*Elliott Kanbar*

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# Don't Let Your Film Die: How to Plan a Successful Launch Without Going Broke

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## **Don't Let Your Film Die: How to Plan a Successful Launch Without Going Broke** Elliott Kanbar

The film business has changed dramatically in just the last five years. There's a glut of films out there all competing for screen time, and for inclusion on the crowded streaming platforms and cable video-on-demand outlets. This book will help you find new ways to market your film, and deal with the tough challenges you'll be facing today. Don't Let Your Film Die tackles the following vital topics: Rules for Film Distribution - Designing Your Website - Crowdfunding - Hiring a Publicist - DIY Press Releases - Finding a Distributor - National and Foreign Distribution - DVD Sales - Streaming and Cable VOD - Four-Walling - Film Festivals - Major Film Markets - Qualifying for an Oscar - Film Financing - Marketing on Google, Facebook, Twitter and LinkedIn - and much more!

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