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howtocrowdfundyourfilm

HOW TO CROWDFUND YOUR FILM

Tips and Strategies for Filmmakers

STEPHEN FOLLOWS

MARKETING & SALES POINTS

Most up to date and comprehensive resource on crowdfunding films

Author featured in the *New York Times*, *Times*, *Telegraph* and *Guardian*

Appeared as a guest on BBC Radio 4 series 'The Business of Film', which topped the iTunes podcast chart

Winner of Virgin Media Shorts, the Reed Film Competition and ICVA awards, nominated at the British Independent Film Awards, Viral Video Awards, LA Movie Awards and long-listed for a BAFTA

Author is highly experienced in the field and championed by Mike Newell, James King, Stephen Fry, *Daily Telegraph* and *Le Monde*

THE BOOK

Crowdfunding is a major source of funding for independent films and over \$250 million has been raised for films just on Kickstarter alone. This book will guide you through every stage of planning, creating and running your film crowdfunding campaign.

This book is based on extensive data research and interviews which include:

- Data research on over 50,000 film crowdfunding campaigns
- Interviews with over 50 filmmakers who have run crowdfunding campaigns
- Interviews with some of the top people at major crowdfunding platforms and services

PRAISE FOR STEPHEN FOLLOWS

'Stephen drills down on data to discover truths about the film industry. Totally worth a read' - **Ted Hope, Head of Production, Amazon Original Movies**

'Stephen's research is brilliant. No-one is doing data-driven analysis of the film industry quite like Stephen Follows. His detailed research and reporting about the film industry is unique and invaluable' - **Jonathan Wolf, Head of The American Film Market**

'Stephen is one of the most gifted producers I know. His mind operates at an entirely different speed to almost everyone I know, solving problems, offering solutions and innovating new opportunities at breakneck speed' - **Chris Jones, author of *The Guerrilla Filmmakers Handbook***

STEPHEN FOLLOWS (Location: London, UK)

Stephen Follows is a writer, producer and storytelling consultant. His work has been featured in outlets such as the *New York Times*, *Times*, *Telegraph* and *Guardian*, and he has taught at institutions such as the National Film and Television School, Met Film School, NYU and Filmbase. His website (stephenfollows.com) features a variety of filmmaking resources, including a crowdfunding inspirations tool.

Stephen has produced corporate video work for a variety of clients ranging from computer game giants (Bethesda), technology giants (Nokia Siemens Networks) and sporting giants (Jonny Wilkinson), but sadly no actual giants. He's shot people in love, in the air, on the beach and on fire (although not at the same time) across over a dozen different countries in locations ranging from the Circle Line to the Arctic Circle.

When he has the time, he drinks tea in the office of his production company and leading online video agency, Catsnake (catsnake.com), in Ealing Studios.

