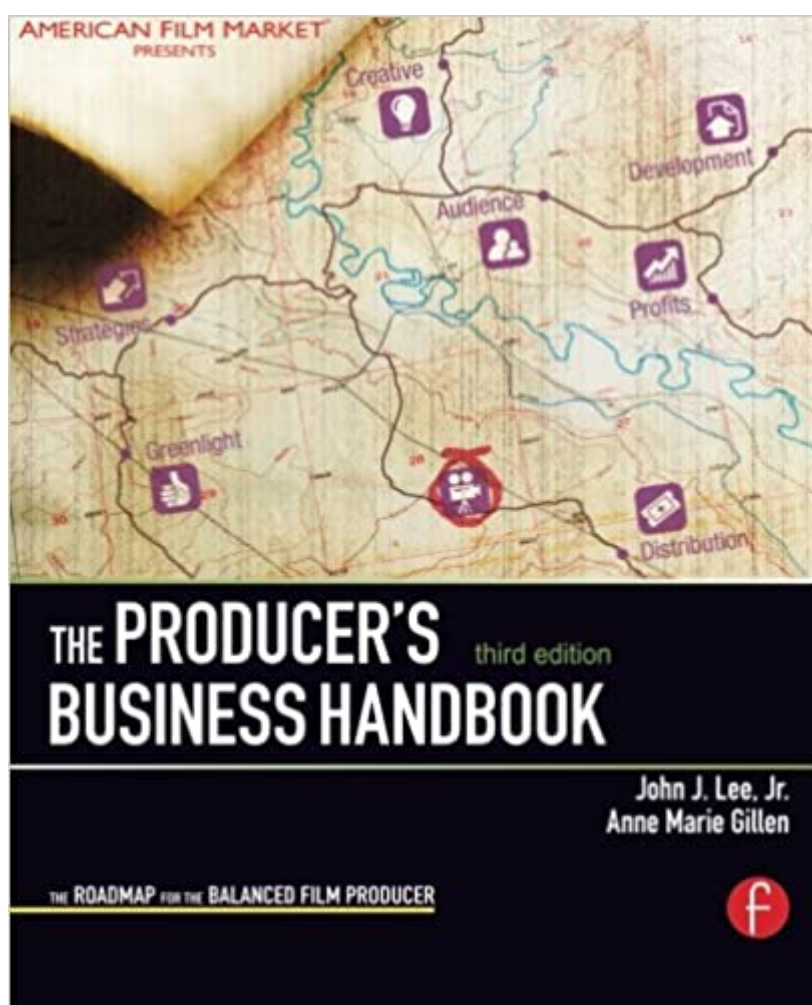


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# The Producer's Business Handbook: The Roadmap For The Balanced Film Producer (American Film Market Presents)



## Synopsis

Gain a comprehensive understanding of the business of entertainment and learn to successfully engage in all related aspects of global production and exploitation with this revised and updated handbook. With *The Producer's Business Handbook* as a guide, you'll learn to create the relationships that the most successful producers have with the various participants in the motion picture industry--this guide provides a global view of how producers direct their relationships with domestic and foreign studios, agencies, attorneys, talent, completion guarantors, banks, and private investors. You get a thorough orientation to operating production development and single-purpose production companies. You'll also become familiar with the team roles needed to operate these companies, and learn how to attach and direct them. For those outside the US, also included is information on how to produce successful films without government funding. This edition has been updated to include comprehensive information on the internal greenlighting process, government financing, and determining actual cost-of-money. It includes new, simplified project evaluation tools, expediting funding and distribution. Together with its companion website ([www.focalpress.com/cw/leejr-9780240814636/](http://www.focalpress.com/cw/leejr-9780240814636/))--which contains valuable forms and spreadsheets, tutorials, and samples--this handbook presents both instruction and worksheet support to independent producers at all levels of experience.

## Book Information

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## Customer Reviews

This is the single best work on financing independent films. The landscape of the film business is changing rapidly and this is one of the only books addressing one of the most difficult aspects- financing. There is more to financing a film than developing a business plan and this book shows the practical, in-depth information, efficiently written and presented. -Don Smith, Associate Chair & Associate Professor, Film & Video Department, Columbia College It is so sharply focused and so easy to digest, I am going to make it the official textbook for my online course in independent film marketing and sales across all platforms. -Sydney Levine, SydneysBuzz on IndieWIRE and IMDb, Online Instructor: UCLA Extension This is a timely book, detailing a proven method for success and providing relevant data for both investors and filmmakers. -Jillian Alexander, MBA, CM&AA, CHRC, Managing Director, Corporate Development & Strategy, Conduit Consulting LLC, Former VP-Corporate Development, SONY Pictures Entertainment and member SONY US Ventures team

“ In show business, everyone is in love with the show, but it’s the business of making significant money that turns on the big boys and girls inside the tent. Learn what they already know by reading this new edition.” -Steve Ecclesine, Independent Producer (12 motion pictures and more than 700 television episodes)

John J. Lee, Jr. successfully led the vision, launch and expansion of several entertainment and media entities and provided business, funding and distribution services for scores of major studio-released motion pictures, television network series and specials, with combined production costs of over \$470 million and global rights earnings exceeding \$4 billion. Anne Marie Gillen is an independent producer who has developed, financed, and produced films ranging from studio fare, like Fried Green Tomatoes, to passion projects to low budget indies. As an executive, she served as COO for actor Morgan Freeman’s company, Revelations Entertainment. Gillen Group’s consulting division offers business planning, script analysis, worldwide distribution consultation, and cash flow projections. --This text refers to the Digital edition.

This book is a fairly comprehensive introduction to the business of filmmaking. John J. Lee and Anne Marie Gillen have done a really thorough job describing how the motion picture industry functions and they provide a lot of first hand knowledge about best practices for producers. I would recommend it to anybody interested in working in any segment of the industry.

I recently decided to change careers and get into the business of movies and TV. My personal goal was to find a niche that would generate steady income, and I was not necessarily looking to express

myself creatively. Coming from a real estate business background, I found this book to be highly technical and detailed on the business of movies and TV, from the organization of a production company, through sales markets, distribution strategies and commonly understood accounting practices. This was exactly the primer I needed, and it has brought me to the next level in my freshman year in this business.

This book is very detailed and an excellent resource for how to get your movie idea produced. I would recommend this book to anyone that wants to be a producer.

This updated and new version of the book is a complete reworking and update of the previous two editions. Extremely well written, with the latest information on how to finance and gain distribution in the current economy, and have a successful film. Each of the authors have a proven track record, and great examples that a new producer can relate to. A must read. Highly recommend it to both new and experienced film makers. The business of film is fast changing, and I praise the author for keeping up with the times.

The Producer's Business Handbook is a great resource for independent producers and filmmakers. So much of our time is spent learning all about production and the ways to tell a story that the business end of this business gets overlooked. The book takes you step by step through all those overlooked areas in a comprehensive and realistic way. I definitely recommend this book be part of your library.

This book gives you great insight into the film industry. I read the entire thing in less than a week, I couldn't put it down. If you want to know anything about the film industry, this is the book to get!

Exactly what I was looking for!!!

Good book learned a lot will take what I learned from the book and implement it to what I do

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