



Master Class: Marketing & Distributing Your Feature Film

RECOMMENDED RESOURCES FROM RUSSELL SCHWARTZ

Books

- [The Marketing Edge for Filmmakers: Developing a Marketing Mindset from Concept to Release](#) by Russell Schwartz and Katherine MacDonald
- [Make Your Movie: What You Need to Know About the Business and Politics of Filmmaking](#) by Barbara Doyle
- [Producer to Producer: A Step-by-Step Guide to Low-Budget Independent Film Producing](#) by Maureen Ryan
- [Complete Filmmaker's Guide to Film Festivals: Your All-Access Pass to Launching Your Film on the Festival Circuit](#) by Rona Edwards & Monika Skerbelis

Blogs/Articles

- [We Spoke to Dozens of Distributors: This is What They Want in a Film](#)
- [Sundance Case Studies](#)

Industry News & Research

- [Deadline](#)
- [IndieWire](#)
- [Screen Daily](#)
- [The Hollywood Reporter](#)
- [Variety](#)
- [The Numbers](#)
- [Box Office Mojo](#)
- [IMP Awards](#)

Exercises

- SCREENPLAY to TRAILER: Find a screenplay, read it, and then watch the trailer. As you go through the trailer, look in the screenplay for where the scenes are and in what order. You will better understand trailer structure and how nonlinear it is compared to the movie.
- MARKETING A CLASSIC: Take a movie that was released in the 1970s or 1980s and write a marketing plan as if it was going to be released today for the first time with the added benefit of social media. Create social media platforms for the cast as well.