Chapter 21. Essay

Now that I’ve transferred my film from an idea in my head to a script on paper, the next process to manifesting a motion picture is raising the funds for the film. How will such funds be raised? What is my strategy that will fulfill the execution of my first film?

As a novice filmmaker, I understand the difficulties that come with trying to get a film idea off the ground and created. The most obvious would be the financial obstacles of filmmaking.

If I’ve learned anything from this program, it would be that “ambition” is the key trait to all successful film directors. You have to be able to get a team of people to believe in you and your vision for your film. If you aren’t fired up and optimistic about production, how is a team of people going to support you to completion?

So just as important as adequate financial resources, appropriate connections and networks are necessary for filmmaking. Who you know and the resources they can provide for you can help out your film tremendously.

To create my short film, I want to reach out to the right people who can offer tools and resources for production. For example, I have a scene that takes place at a club. To save funds, it would be wise of me to reach out to friends and/or family who have access to club owners or locations and reach out to them informing them on what I’d like to create and if they can offer aid for an exchange of some kind of service from me and my team. This creates professional relationships and people who will support your vision and could potentially promote your film!

Now that people believe in your leadership as a film director and by appropriate networking you’ve found the necessary assistance, how is your team getting paid and where is your pool of money coming from? For me, I plan to have local fundraisers promoting my short film and again, networking for investors.

My strategy is to create an inexpensive short film as an experimental piece to test my skills as a filmmaker, director, and leader. After the completion of my short film, I plan to market my film and if all was executed correctly, gain some recognition through my first piece. The short film will be a sample of what my creativity and leadership can bring to fruition. I will learn, grow, and gain experience as will my team and network, which will carry momentum on into my next production.

If Herzog can pull a ship over a mountain, I surely can collect the necessary funds for my first short film. It’s about the faith, courage, and heart of the director that will breath life into a project. I have the heart and now it’s time to walk the road of leading and directing my creative vision as a motion picture!