Over the past couple months, I have learned a lot about the film industry. I have learned about equipment, working with cast and crew, the stages of production, and much more. Despite my knowledge of all those subjects, I am sure there is still so much more I need to learn. Perhaps the most intimidating factors that I will come across when making a film will be financing, budget, and marketing. Economics is all around us, and it is also a big factor in the film industry as well. Financing, budget, and marketing are the three subjects that I find most daunting.

The reason why I find them much more daunting is because it is essentially receiving money from someone and making sure you make their money back, plus a profit. First you must find the money. In the film industry, you either get the money from a studio. Whether if it is from producers in a big budget studio, or an independent studio, you still must convince the producers to give you the money. For the film I want to make, I really won’t need an absurd about of money. The film is a psychological horror, which means the budget could be reasonable for a big studio or independent.

I have seen amazing horror movies that had budgets of five million or less. Five million is a lot, but not for a film. In the case neither a big studio or independent studio would want to fund my film, there is always crowd funding. I can always use a website like kickstarter, to help me get my film funded. One of my favorite horror movies, “The Babadook” started on kickstarter. With enough determination, I am confident that my film will find the money it needs to be made. In the chance that my film gets less than a million, I still think it can work. It is easier said than done, of course, but with a good line producer and unit production manager, it is possible.

Whatever the budget, I feel like it is critical to communicate with the line producer and unit production manager. They are the ones who will determine what we can do and what we cannot because of budget. Since my film is a more grounded film that doesn’t rely on giant set pieces, the budget won’t drain out quickly. I would make sure to check with the line producer or unit production manager on a daily basis so that we know if we are going over budget.

Marketing is another very important part of the production process. Once again, people’s money goes into selling your movie. Marketing is not up to the writer or director, so this step does not worry me as much. With the internet and social media being very prominent in people’s lives, it can be easy for people to notice your movie. Still very expensive, but people will see poster or trailer that could get their attention. I know I will try to use social media to get my films out there.

There are other factors that I may not be taking into consideration, but I suppose that’s a part of the learning process. However, even if I know everything there is to know about marketing a movie, there is still a chance that it will bomb and not make its money back. It happens to the best filmmakers, it happens to reboots, it even happens to well-known franchises. It can be a good movie or bad one, there is still a chance it won’t make its money back. Making a film is taking a risk to not see a profit. In the end that’s what making films is all about, taking risks. Producers take a risk on a writer or directors idea so they can hopefully capitalize on that idea. Sometimes they make millions back or lose millions.

I know one day one of my movies is going to make the producers very happy because it made them money, and I know one day one of my movies is going to make a producer regret that they didn’t take my idea. The best thing I can do is try to make sure the script is as good as it can possibly be. I must make sure to say determined so that the quality of the movie doesn’t suffer. Determination is the key to it all.