



# THE BACK DOOR TO HOLLYWOOD



## **The 180 Degree Rule Kickstarter Campaigns Star Branding**

### **The 180 Degree Rule**

In filmmaking, the 180 degree rule basically states that two characters in the same scene should always have the same left/right orientation and relation to each other. This way you maintain continuity of the scene and create a seamless sequence of events.

So if you do a two shot and then go to close ups of your individual characters, make sure they maintain their left/right relation to each other. The only way you should violate this rule is if you do a panoramic shot so that the camera moves around 180 degrees on screen so that the left/right orientation changes. The other benefit to this rule is that you maintain the same cohesive lighting which makes things easier in the editing room.

### **Kickstarter Campaigns**

Kickstarter campaigns are a great way to fund your creative projects. It involves a sincere and dedicated marketing effort on your part with continuous follow-up emails and social network postings to raise funds but if you do it right and offer people incentives for investing in you, even if it's a small amount from a lot of people, you may

be pleasantly surprised to find your project funded at the end of a specified period of time. The downside is that if you don't meet your projected budget with enough donations, all donations that have been pledged will disappear. So it puts the pressure on you to really market and push your project and get people as excited about it as you are, especially at the end when the deadline for donations is almost up.

So how do you run a successful kickstarter campaign? These are the seven essential elements which increase the likelihood of getting the full amount of your projected budget funded with enough donations.

- **Propose and Disclose Components of Your Budget:** You must have a donation goal to reach that matches your projected budget. Don't use an arbitrary dollar amount. Do some research to make sure it's accurate and disclose the components of the budget so people know where their money is going. It does not have to be a line item budget but a general disclosure to satisfy your potential funders.
- **Presell Your Project:** Offer a copy of your MP3, DVD, Flash drive of your movie, Vimeo Pre-screening ticket, etc. when it's done if they make a specified donation.
- **Offer Credit to Large Donations:** Offer credit on the project to people who offer large donations. People love to see their name in print and call themselves producers or contributors to a successful creative endeavor.
- **Limited Editions:** Offer your pre-sold copies as a special limited edition with personal signatures from you. Offer a limited number of these personally signed copies.
- **Share Your Story:** Give them photos and tidbits from the creative process to bring them along for the ride so they feel involved and an integral part of the project.

- **Creative Experiences:** For your largest donators, the ones who invest thousands, offer them an opportunity to be on set or in a recording session with you. Rarely does anyone get to experience this and the chance to be a part of your creative experience and see it first hand may go a long way in getting large donations.
- **Campaign with Emails, Social Networks, Phone Calls, Radio Shows, Facebook, Twitter and Linkedin and Blog Sites:** Contact everyone you know, especially friends and family and ask them to do some campaigning on your behalf. It's fairly easy to get a lot of people to donate \$1 to \$10. Don't be shy about strutting your stuff and asking for help. Blog about it. Post it on your web page, Facebook, Twitter, Linkedin and other social networking sites. Try to get on a radio show and be interviewed about your project and plug your kickstarter campaign. Be sure to give the listening audience a sample of your work. If you don't already have a personal website, get one immediately.

Where can you conduct kickstarter campaigns? Do a Google search for kickstarter campaigns for the full listings. Here are two of the most common crowdsourcing sites to fund creative projects:

<http://www.kickstarter.com/>

<http://www.indiegogo.com/>

If you haven't already downloaded the bonus e-book **How to Run a Successful Kickstarter Campaign, download it here**. The e-book has step by step instructions to keep you organized and on track to meet your projected goals. Keep it nearby as a checklist if you plan to run your own kickstarter campaign.

## **Star Branding as a Business**

You are in the business now of branding yourself as a star which means you are in the

business of you. Anyone who has succeeded in Hollywood will tell you when you get right down to it, it's a business just like anything else so you need to put your business hat on as well as your creative hat.

That means you must also think like a business person. You will have to get up to speed on how much it costs to bring your creative projects to life as well as distribution costs. If you do that ahead of time, you can stick to your budget and seek financing from friends, family and people in the entertainment financing business. If you plan on producing a film, you must have a business plan with a budget in addition to a treatment to get financing. Also look into tax incentives and grants in different locations for filming.

If you plan on using your personal name, a stage name, a band name, a sketch comedy group name, or a television series name in connection with your career, make sure you reserve a website domain name for each right away so that no one else can take it. You can do that at <http://www.godaddy.com>. It doesn't matter if you are not ready to build your website yet. Still reserve the domain name. You will be surprised how many people there are out there with your name and if you start to gain popularity, you want to make sure no one else reserves your name as a domain to hold you hostage to pay an exorbitant fee for it, especially since as word gets out, people will begin to search for that name online. Domain names should cost \$10 per year. If you plan on using it a long time, you can reserve the domain name for several years. Do the same thing on Facebook for free.

You have an option to create a permanent link to your Facebook Page. Do this right away because there are many people out there with the same name.

