

Crowdfunding for Filmmakers: The Way to a Successful Film Campaign

John T. Trigonis

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John T. Trigonis : Crowdfunding for Filmmakers: The Way to a Successful Film Campaign before purchasing it in order to gauge whether or not it would be worth my time, and all praised Crowdfunding for Filmmakers: The Way to a Successful Film Campaign:

1 of 1 people found the following review helpful. Crowdfunding Must Read By zenamerican Once I decided to launch my first crowd funding campaign I soon learned the process was overwhelming to say the least. I have been working

on my project for over a year and pride myself on always doing the best I can do. It is the only way I can move forward. I could not in good conscience put 10% effort into a crowdfunding campaign when I had put 110% into my project. After an online search one thing I found was a Ted talk on Crowdfunding by John T. Triginis. I hold Ted talks in high regard so I thought, who is this guy? Then I googled him and he had hours and hours of videos on YouTube discussing crowd funding. Finally I came across his book. I came to the conclusion, this is someone who clearly you should listen to (or read) on this subject. The book takes you through the process step by step through examples and first person accounts. He also weaves the Tao Te Ching The Art of War thought the narrative grounding the process and making it intuitive and practical rather than just a series of checklists and to dos. Finally the most valuable aspect for me was that he does not sugar coat the process, it is a lot of work. But he gives you the tools and understanding of how to approach that work. It is the wild west out there with crowd funding I highly recommend you read this book before starting your crowdfunding campaign. 0 of 0 people found the following review helpful. Should be required reading for film crowdfunding campaigns By N. Zafonte John's book should be required reading for anybody running a film crowdfunding campaign. If they want to reach their goal, that is. It lays out everything you need to do before, during, and after to run a successful campaign. I thought I was ready to launch, but after getting his book I postponed my campaign for a month to prepare all the pieces John recommended having in place. It was a lot of work but it paid off - we raised over \$10,000 for our 1st feature film No Retreat. But probably more important than the specific crowdfunding information, John's book showed me the value of using social media to build a fanbase and connect with the indie filmmaking community. From what I learned from the book I've developed more of an online presence as a director over time, and met a bunch of fellow filmmakers who became mentors and friends. Many of them featured in John's book. So before you even think about launching a campaign, pick up this book and read it cover to cover. 0 of 0 people found the following review helpful. INDISPENSABLE For Anyone Who Wants To Crowdfund By EYZ What a great book! Not only is it fun and inspiring, it's comprehensive and organized in a clear, direct way for maximum effectiveness. As a film producer considering whether or not to crowdfund, I am extremely grateful that Trigonis took the time to write this book. It's hard to make the decision to jump into the world of crowdfunding and to overcome all of the internal and external barriers that can block you from taking the plunge. Without an excellent guide like "Crowdfunding for Filmmakers" the terrain can feel overwhelming, but a guide like this book brings wonderful clarity to the whole process. I should add that although the book is geared toward filmmakers, it would be valuable for anyone planning and implementing a crowdfunding campaign of any kind. Can't recommend this book enough! I will return to it again and again.

Crowdfunding for Filmmakers offers practical information, tips, and tactics for launching a successful film campaign by detailing traditional models of fundraising, utilizing today's technological and social innovations, and augmenting each step with an added personal touch. The book examines various ways to meet and exceed one's crowdfunding goal through chapters on team building, audience outreach, and crowdfunder etiquette, along with a section containing case studies from successful film campaigns.

About the Author Writer and filmmaker John T. Triginis has published work in a variety of literary journals all over the world. He launched a crowdfunding campaign on Indiegogo for his seventh short film, *Cerise*, through which he raised a total of \$6,300 \$1,300 over his initial goal of \$5,000 in only three months, solely through Facebook and Twitter. Once the film was finished, John spearheaded a series of crowdfunding Crusades and raised an additional \$2,000 with which to submit the film to festivals. *Cerise* has since screened at over a dozen venues, participated in the Cannes Court Mtrage, was nominated for four awards, and won an Award of Merit at Indie Fest. When not working on his creative endeavors, John teaches creative writing and humanities courses at various universities across New Jersey as a freelance professor.