



Producing for Profit: A Practical Guide to Making Independent and Studio Films (American Film Market Presents)

Andrew Stevens

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In *Producing for Profit: A Practical Guide to Making Independent and Studio Films*, Andrew Stevens provides real-world examples and his own proven techniques for success that can turn passion into profit. Far more than just theory, the book outlines practical applications that filmmakers of all levels can use to succeed in today's ever-changing marketplace. Readers will learn how to develop screenplays that are commercial, and how to negotiate, finance, cast, produce, sell, distribute, and market a film that will make a *profit*. The book contains numerous examples from the author's own films, including sample budgets, schedules, and a variety of industry-standard contracts. This is the definitive book that every producer must have!

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