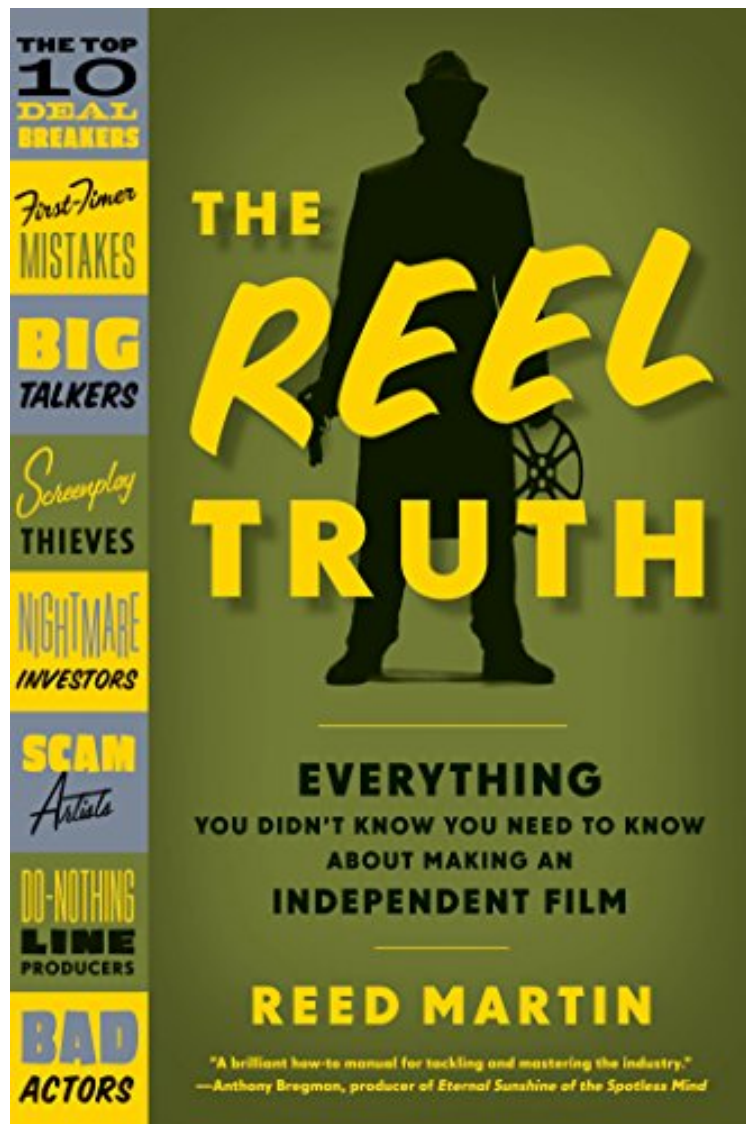


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The Reel Truth: Everything You Didn't Know You Need to Know About Making an Independent Film

Reed Martin

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Reed Martin : The Reel Truth: Everything You Didn't Know You Need to Know About Making an Independent Film before purchasing it in order to gage whether or not it would be worth my time, and all praised The Reel Truth: Everything You Didn't Know You Need to Know About Making an Independent Film:

22 of 22 people found the following review helpful. WITHOUT QUESTION THE BEST BOOK EVER PUBLISHED ON INDIE FILMMAKING By MikeReed Martin's "The Reel Truth" is without question the best book on the subject

of Indie Filmmaking ever published. It reads like a well-written and fast paced novel and yet gets down in the weeds of the actual pitfalls (ex: forming an LLC to avoid being vulnerable in the future to lawsuits, the mishandling of data cards in a rush to see the dailies which leads to digital drop-outs, and the always overlooked importance of good sound recording - as Danny Boyle points out in the book, good sound is probably the most important aspect of indie filmmaking) and details brilliantly all the aspects of creating, funding, releasing, and marketing an independent film. Without this book I have no idea how much more painful the experience would have been - as I have just completed an indie film and am taking it to film festivals. I have used it like a roadmap, and it was the best twenty dollars I could have spent. A tool as essential as any piece of film equipment (even the appendixes in the back of the book which contain sample in-depth budgets and contracts are great). It was required reading for each producer and the director because we felt there was so much to digest reading it that we would all be better off have gone through the book individually and highlighted it. Although I enjoyed the other known works on the subject ("I Wake Up Screening", "Spike, Mike, Slackers, Dykes", and "Down and Dirty Pictures"), I felt none compared, or - more importantly - were as relevant as the recently published "The Reel Truth". Nor did the other books really elucidate with clarity all the overwhelming aspects an indie film producer, director, or screenwriter faces. Really no comparison. This book stresses Strategy, which I have found out personally is of vital importance when marketing your finished film (no coincidence that the author also taught at some of the best business schools in the country). There is even a separate chapter on documentary films and the newly emerging markets and strategy that are now available for a doc filmmaker to make a great film - and a profit. The chapter on legal issues in "The Reel Truth" is alone worth the price of the book; for example, don't just have your college buddy who is a lawyer to look over the contract, rather hire a professional who knows all the deal points and ways to structure the contract that protects the filmmakers in the event of either failure or success. Which is not to mention the other fine legal points of knowing what you can and can't shoot - because there is nothing worse as the book points out as having to cut your favorite scene in post because you didn't legally clear something. Nor have I encountered a book yet that has dived into the horribly prevalent state of screenplay theft; example being: How attending screenplay pitch-fests where you tell your ideas and script beats to a room full of professional producers and fellow screenwriters undercuts any claim you might have since you are freely disclosing your ideas without any expectation of compensation. Indeed, my one worry before reading the book was that since the book was published in 2009, it might not be relevant to making a film in 2011/2012. I couldn't have been more wrong. The book feels like the author wrote it for the 2012 indie film market. For example, he especially examines with a microscope the ever-changing world of Indie film and the new ways to market and distribute your film on 's CreateSpace and Youtube. Do yourself a favor: pay \$16 dollars and save yourself a lifetime of heartache and suffering while making your first or second indie film! As the book points out -if there is one constant theme: IT CAN'T BE FIXED IN POST-PRODUCTION. So if you already have the talent and love of film, this book will be more important to you than any MFA a film school could ever provide you. 2 of 2 people found the following review helpful. The Reel Truth is a very comprehensive and helpful guide to the novice and more experienced filmmaker. By Jennifer Dubow The Reel Truth is a very comprehensive and helpful guide to the novice and more experienced filmmaker. The book is well written and well researched, offering expert insights into common pitfalls that filmmakers make, and useful tips on how to avoid those mistakes. The reader will need to take some of the fundraising and distribution suggestions in the context of the time in which they were written, as technology and distribution platforms have changed since the book was first published. That being said, the recommendations and suggested resources are still timely and relevant, as are the other suggestions, for ex, around building a compelling narrative and preparing / protecting oneself through the legal system. As someone who is brand new to the filmmaking world, I found the book to be incredibly helpful. 1 of 1 people found the following review helpful. Great for Those New to Filmmaking By Kimberly So far this seems to be a really informative book for someone completely new to the film making process. I'm not sure how it holds up for someone who has foundational knowledge, but since I'm less than a year into reading about the actual making of films, this is a good addition to my knowledge base.

Did you know that most of the biggest indie filmmakers, screenwriters, and producers working today each made the same avoidable mistakes early on in their careers? The Reel Truth details the pitfalls, snares, and roadblocks that aspiring filmmakers encounter. Reed Martin interviewed more than one hundred luminaries from the independent film world to discuss the near misses that almost derailed their first and second films and identify the close shaves that could have cut their careers short. Other books may tell you the best way to make your independent film or online short, but no other book describes so candidly how to spot and avoid such issues and obstacles as equipment problems, shooting-day snafus, postproduction myths, theatrical distribution deal breakers, and dozens of other commonly made missteps, including the top fifty mistakes every filmmaker makes. From personal experience and his years as a freelance reporter covering independent film for USA Today and Filmmaker magazine, Martin uncovers the truth about the risks and potential rewards that go with chasing celluloid glory. Whether you're writing a screenplay, looking for financing, about to start shooting, or thinking about investing time and money (or someone else's money)

in an independent film, *The Reel Truth* is a must-read.