

## ***Trophy Directors, Cocktail Producers and Lifestyle Filmmakers***

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by James A. Barry & Martin Denham

“If I tell people I am a director (or producer or writer or actor or filmmaker), then I am – and I will be taken at my word.”

If only everything in life was as easy to accomplish as a self appointed job title. The truth is film production, whether its feature films, High End TV, Music Videos or Commercials, is an unregulated industry. Anyone can self appoint themselves to be anything they want, and how would you know if they were telling you the truth? Well to help you, we proudly present...

### ***THE INVESTORS GUIDE TO SUCCESSFULLY NAVIGATING THE INDEPENDENT FILM WORLD AND AVOIDING THE SELF-ENTITLED ‘WANNABES’ SEEKING A FREE JOLLY... AT YOUR EXPENSE.***

Film production costs money, and there’s plenty of hungry ‘filmmakers’ out there with a fantastic “opportunity” for you to lose... (cough)... I mean ‘invest’ yours.

It’s really not difficult at all to meet filmmakers who are passionate, and have a dream to make ‘their film’... but the one thing they pretty much all lack is that one thing every filmmaker needs... TALENT – the ability to deliver a product worth selling.

The key word is WORTH.... worth making, worth investing in, worth watching.

A director or producer having a film they want to make, and having a film worth making are two very different things. One is about vanity, and the other is about value in the marketplace for a paying audience. It’s clear to see already which one would be the better investment.

Investing in film production is not to make the director’s dream of making a film come true. It’s about creating a product, which tells a story that needs to be told. So the key for investors is to assess the value of a project as a product in the marketplace, and the strength of the team to deliver beyond expectation, so the finished product is a story worth putting in front of a paying audience.

Unfortunately, there's nothing that qualifies anyone to work in film/TV production, but the measure of ability is experience. However experience doesn't mean talent. Someone could have a lot of experience, but still only ever deliver mediocre or adequate work.

If you have ever been approached by someone, who you don't know, who claims to be an awarding-winning filmmaker, and is now asking for tens of thousands or millions for their masterpiece, be sceptical. Most financiers, whether single or multi family offices or even hedge funds, do not have the necessary experience to examine scripts, projects and other creative products.

All projects need development. The creative industries as a whole are capital intensive. Sometimes, you do not know where the money goes. Each production requires a period of research and development, rewriting and more rewriting.

You will find that the majority of screenplays are not worth the paper that they are written on. They are often barely a first draft with poor story structure, weak or non-existence characters and will not receive distribution or a release. Secondly, the vast majority of UK filmmakers "just want to make their film", believing, wrongly, that this will lead onto a three-picture deal with a major film studio in the States and millions in the bank.

This does not happen and is dangerously delusional.

The bottom line is, the art of filmmaking involves craft skills that have to be learnt, practiced and mastered over time. Truly understanding storytelling for the screen takes a lot of time and effort to learn properly. It's not something anyone can do on a whim. Even the best masters have learned & practiced their craft over time and they still come up against challenges that test their knowledge and ability.

Filmmaking is never easy and should never be taken lightly. There's literally too much at stake.

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*Roxburgh Production Fund is a fund who have found a new way to finance the creative industries. If you have about two minutes and you are in the financial sector, please click on the link below and fill in our survey.*

<https://www.surveymonkey.com/r/MYTQDMC>

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<https://www.roxburghfund.com>