1. Audience Development

Primary audience?

Secondary audience?

Where can you reach your audience (e.g. Instagram, TikTok, newsletter, etc.)?

What types of content are they interested in seeing?

What keywords and topics will help you reach your audience?
Who are some influencers that could help you reach your audience?

____________________________________________________________________

____________________________________________________________________

2. Team Building (internal/external SWOT analysis)

[Internal]
Strengths

____________________________________________________________________

____________________________________________________________________

[Internal]
Weaknesses (be honest with yourself)

____________________________________________________________________

____________________________________________________________________

[External]
Opportunities

____________________________________________________________________

____________________________________________________________________
3. Goal Setting & Strategy Development

Overall goal (e.g. “Generate $1,000,000 in revenue”)

__________________________________________________________________________

Objectives (e.g. “Reach out to 20 distributors. Get 100 new followers.”)

__________________________________________________________________________  ______________________________________________________________________

__________________________________________________________________________  ______________________________________________________________________

Key results (e.g. “Placement on three streaming platforms. Receive big grant for next project.”)

__________________________________________________________________________  ______________________________________________________________________

__________________________________________________________________________  ______________________________________________________________________

4. Strategy Implementation

Proposed overall marketing budget (in your perfect world)

__________________________________________________________________________
Cash-on-hand (in the real world)

___________________________

Total shortfall (i.e. the difference between your perfect world and reality)

___________________________

Other in-kind resources (e.g. part-time intern; your sister is a graphic designer)

___________________________

___________________________

___________________________

Timeline:

Prep begins: _____________________________________

Campaign begins: _________________________________

Campaign ends: ___________________________________

5. Metrics Tracking & Strategy Revision

Your metrics dashboard (e.g. # of VOD downloads per week, etc.)

___________________________

___________________________

___________________________

___________________________
6. “Filmmaker First” & “Owning Your Audience”

Your Career Goals (three to five years from now)

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________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Practical Steps You Will Take to Accomplish Career Goals

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

<table>
<thead>
<tr>
<th>ONLINE CHECKLIST</th>
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</thead>
<tbody>
<tr>
<td>Bio (having short &amp; long versions is a good idea!) &amp; Headshot</td>
</tr>
<tr>
<td>Demo Reel</td>
</tr>
<tr>
<td>IMDb Listing</td>
</tr>
<tr>
<td>Website</td>
</tr>
<tr>
<td>Social Media Channels</td>
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