

SMARTHOUSE™

BUILDING YOUR ONLINE PRESENCE

Filmmaker Worksheet

www.smarthousecreative.com

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

[External]

Threats / Obstacles

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)

Practical Steps You Will Take to Accomplish Career Goals

ONLINE CHECKLIST	
	Bio (having short & long versions is a good idea!) & Headshot
	Demo Reel
	IMDb Listing
	Website
	Social Media Channels

