

CRASH COURSE QUESTIONNAIRE

Answering these 10 essential questions will help you reimagine and maximize your film's distribution

PART 1 — YOUR FILM

1. What motivated you to create this film?
2. What issues or topics does your film touch on?
3. How will your film stand out as unique?
4. Prioritize your goals in terms of impact, revenue, and career

PART 2 — YOUR AUDIENCE

5. Describe your anticipated target audience (the people *most* interested in your film) in these terms:
 - i. Demographic — sex, age, occupation, income, education level
 - ii. Psychographic — interests, lifestyle, attitudes, aspirations
 - iii. Geographic — a specific region or region in the world your target audience resides
 - iv. Online Groupings — social media groups (Facebook, Instagram, Twitter), forums, websites
6. What are the most influential institutions involved in the issues explored in your film? (nonprofits, corporations, membership organizations, foundations, think tanks, non-profits, universities, etc.)
7. Who are the most influential individuals that are interested in the issues explored in your film? (e.g. celebrities, politicians, authors, etc.)
8. Are there any relevant conferences that you may want to attend and screen your film?

PART 3 — YOUR IMPACT

9. What is your goal in terms of the *impact* you'd like to generate with your film?
10. How does your film fit into an ongoing conversation or debate on the issues explored in your film?