

RECHARGE YOUR DISTRIBUTION STRATEGY WORKBOOK

By: Peter Broderick and Keith Ochwat

Spring 2021

BEFORE

AFTER

Participant

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Film Title

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Logline (2 sentences max)

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Prioritized Goals (number goals in order of importance)

	Maximizing career	
	Maximizing impact	
	Maximizing revenue	
	Other	

Tools (mark "X" if you have)

	Website	
	Pitch deck	
	Teaser / trailer	
	Facebook	
	Other	

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Team Roles (mark "X" if someone is doing this job)

	Research	
	Outreach to potential partners and conferences	
	Partnership manager	
	Fundraising	
	Screenings manager	
	Educational / institutional sales	
	TV / SVOD / TVOD sales	
	PR	
	Social media	
	Content creation for website / newsletter / social media	
	International sales	
	Direct sales	

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Core Audiences (list in order of priority)

	Core audiences	
	Secondary audiences	

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Partners

	Number of potential partners	
	Categories of partners (list)	
	Key partners (list)	

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Windows and Revenue Streams (order and months per window)

	Festivals	
	Conferences	
	Theatrical	
	Screenings beyond theatrical (virtual events, community screenings)	
	Educational Sales (can overlap with TV)	
	TV	
	TVOD	
	SVOD	
	Direct sales	
	International sales (parallel with domestic sales)	

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Additional Revenue Streams (mark "X" if underway)

	Grants	
	Speaking fees	
	Donations	
	Educational tool kit	
	Affiliate sales	
	Ancillary sales	
	Investment	
	Sponsorship	
	PBS underwriting	

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Personal Audience

	Size of mailing list	
	# of crowdfunding donors	
	# of other donors	
	# of investors	
	Social media following (per platform)	