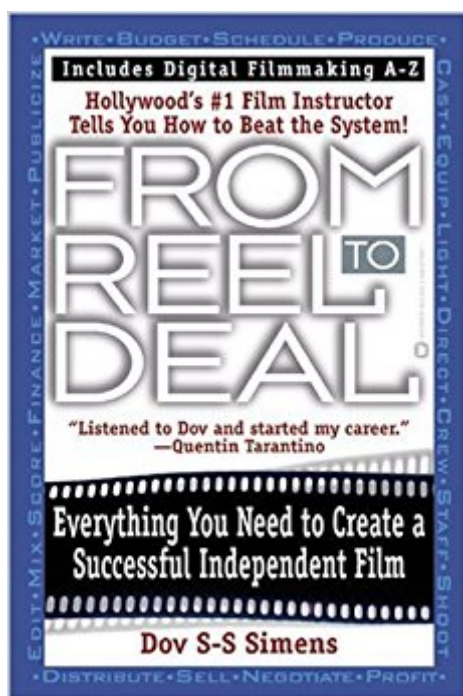


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# From Reel To Deal: Everything You Need To Create A Successful Independent Film



## Synopsis

From screenwriting & budgeting to marketing, Simens provides encyclopedic, precise, & creative instruction for putting your vision up on the screen.

## Book Information

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## Customer Reviews

Advance Praise for from Reel to Deal: "Listened to Dov on Hollywood Film Institute's tapes....Immediately shot Reservoir Dogs." --This text refers to an alternate Paperback edition.

Dov S-S Simens lives in Sherman Oaks, California.

This is an invaluable book for anyone contemplating making and indie film. I wish I had read it before I made mine, but the book wasn't out yet. Let me say this about film schools: don't go. Instead, read great books, watch great movies, and then get a script, a camera, five actors, some cheese and crackers and go. You will learn more about filmmaking by doing it, I assure you. One thing I would say is that book needs an update badly. The digital revolution had just begun when FRTD came out, but now, with the advent of excellent consumer grade hi-Def and 4k cameras and digital recorders, all the technical end of filmmaking has changed forever. Most theaters are now digital projection, and even they are becoming less relevant. Also, the development of offline editing has advanced to the point to where most people can own Avid MC, Final Cut or Adobe Premiere on their home computers. Still, the advice in this book is excellent, and the route to production valid

regardless of the capture medium.

This book sounds like a dodgy sales pitch from someone who doesn't know anything but take it from me it's not. I direct TV commercials for a living and want to move into features, so I picked this up because it was \$5 as a digital download. I thought 'why not?' This guy has amazing insights and gives a full blueprint on how to do it. Actual solutions. For example, one thing I know from shooting occasional lower budget work is that you have to make the best with one simple location and try to contain the story there with minimal art direction and a small lighting package. This was his kind of rule one for controlling costs. This resonated because it's something I face all the time. Then he talks about how to finesse a script using particular kinds of freelancers at each stage... again something I have found myself doing in the TVC world and feeling 'of course!'. So you can have your script worked over by a writer who's doing 'House of Cards' or whatever without it costing a fortune etc. So as a result I went back to all the one location films like 12 Angry Men and Rear Window and suddenly had an epiphany about how I can get my feature done. He takes you all the way from idea to distribution. I haven't gotten to distribution as yet but I'm sold on this guy because as a working professional what he says completely tallies with my experience. Because camera tech is moving so fast he's a bit behind on that front but that's to be expected.

By that headline I mean Dov holds nothing back. he tells you everything up to and including how to get his weekly updates. All books age, but as an old retired movie producer once told me, "It doesn't matter what the movie is recorded on or how its distributed. Forget the medium. The business is the business. Either you're making money or you're wasting everyone's time." In From Reel to Deal, Dov teaches you how to waste as little time as possible. The book is both heartening and hopeless, all depending on whether or not you are ready to deal with the movie business and how it works at all levels. Simens can be brutal with the truth at times. If you're going into this biz with stars in your eyes, Dov will wash that glitter right out. That doesn't mean that you will have to sacrifice your artistic merit. Far from it. At the end of the day, your artistic merit is all that's left that still matters. Reading From Reel to Deal will make you trade your naivety for awareness.

Turn on the boob tube. Go to the local mega-plex. Plop down and watch the screen. Excellent fare? Mediocre fare? Schlock? Yep, most of what's out there isn't worth watching, really. Let's face it; on a good day it's mediocre. Mostly, schlock. You grumble. I could do better than this, you say. Guess what! You're probably right! I mean, it's got to be easy to produce schlock, right! Author Dov S-S

Simens (love the hyphen. Makes it memorable, right? That's good in Hollywood. They've got to remember your name) agrees with you, that you, too, can make it big in Hollywood. You just need to know the lay of the land. This often humorous book is sort of a 'hey-with-enough-chutzpah-I-can-be-a-player' primer. That's what Simens says in his book. Let's face it. You're a nobody (well, you are a great somebody, but to the cutthroat world of Hollywood...). Who do you know? (Simens points out that in Hollywood, it's ALL about who you know, not what you know.) You don't know anyone, or maybe just a few people. So, where do you start? At the bottom! You've GOT to have a movie under your belt before you're taken seriously. But how to even start there? The author lays out a fantastically detailed reference book of sorts that has hundreds of sources where you can learn producing, directing, getting actors, signing them up, getting financing (he doesn't have a high regard for the financial IQ of dentists), getting a script (buy or do it yourself), and lining the whole thing up. I enjoyed reading the book. Will I do the ultimate and start cold-calling folks to get them to invest in a movie? No. I'm not that kind of a guy. Maybe you are! The book will give you all sorts of hints on how to 'puff up' your resume to make it sound as though you are a big-time mogul. But there are some solid suggestions (if you want a SAG actor, you don't have to pay SAG wages, for example). Recommended. This is a fun book to read because of Simens' sense of humor. He doesn't have a stellar career in Hollywood, and he's the first to admit he's not Steven Spielberg. But who is? (Except for Mr. Spielberg, of course.) Four-and-a-half stars for the always informative, and usually funny 'From Reel to Deal'.

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