

## **GET YOUR TEAM AND BE F\*\*\*ING PICKY**

This is the area where we really start to bring this sucker to life. No it's not pre-production, although, a lot is going to get real then, too. It's now. Development. Development is an often messy and superficial stage in many independent films of all budget levels, but it could be argued as the most important.

Ever heard of the phrase "the fish stinks first at the head?" Well, we are building a head in this stage that will either be stinky or fresh and delicious. I assure you that by the end of this module, you won't have to worry about spraying Febreze before the production team steps on set.

One of the biggest mistakes producers make during development is trying to quickly get through it and into financing and making the darn thing. Another major mistake producers or filmmakers run into during development is getting stuck there. So many times they don't know where to turn after they've reached out to people and maybe gathered a little bit of money, but not enough and then they've "attached" some creatives like a director and/or a DP, but then the film goes nowhere. We've seen this countless times.

Not having a plan is planning to fail. Development is all about developing your plans and your team. It is the time to interview, it is the time to scout, it is the time to educate yourself on your market, your desires, your expectations and then finding the team that can assist you in pulling it off.

So let's not waste any more time.