

Walk The Talk

For Directors, Producers, Film Crew and Film Students

Like it or not, your performance is measured to some degree by how well you control the money. It's like "Directing", only you're "Directing" the money.



Get Inside the Film Production Circle

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www.talkfilm.biz

***‘Walk The Talk’* means knowing how to ‘Direct’ the money — control the money and you control your career.**

A Kit for Directors, Producers, Crew & Film Students

Learn To *Walk The Talk* From An Insider:

- ◆ **Open the closed door to Below and Above the Line—‘Direct’ the \$\$ available & earn Creative Freedom. Learn how with *Walk the Talk*.**
- ◆ **Translate Creative Ideas into terms understandable by the Studio.**
- ◆ **There’s a black hole in the film ‘biz causing chaos - it’s called ‘Over-Budget’. What does it mean, exactly? How can you avoid it?**
- ◆ **Those who can oversee Budgets and read Cost Reports will create more Film Projects and will be able to survive in this tough ‘Biz.**
- ◆ **Adopt simple concepts and terms from a Production Auditor who has worked in film productions around the world for two decades.**
- ◆ **Executives, Financiers & Crew – you’ll get the basic budgeting factors that all Producers know, without being techy about it.**
- ◆ **Understand the importance of the ‘Report Card’ (the weekly Cost Report). It may keep you off the “C” List.**
- ◆ **New to the Biz? Practice the simple, basic administrative tools (like time sheets, petty cash reports, purchase orders, etc.). Knowing these basics will enhance your career, or at the very least, help you get your foot in the door.**
- ◆ **Check out the Appendices.**
- ◆ **Short stories, hard won, to lighten the read. Email some of your own.**