

Turning Your Book Into a



by Angelina Assanti

1983

Miami





1984

- God's waiting room > playground for rich
- Art Deco/Historical Buildings Renos
- Ray-Bans
- Fashion
- Soundtrack
- Use of pink and blue
- Miami Vice made Miami cool
- Florida dubbed "Hollywood East"











NOT FILMED IN
FLORIDA!



"Accidental" Funding

- **Cancer book goal > movie**
 - **Met with Netflix in person**
 - **Book agent vs. entertainment agent**
- **Gaining weight**
- **Cast on #1 fitness show on Amazon**
- **Attended film fest**
- **Someone wrote a check**
- **Hired director and crew**



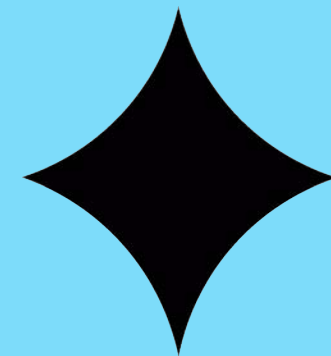
**As Miami Vice is to Miami,
Every City Wants to Be a Star**



Some cities will
literally pay YOU to
film in their city.

Product Placement:
These cities ARE the
product.

Life's Rewards is shot on location in Clearwater.



Life's Rewards (TV Series 2021-)

Life's Rewards: With Sebastian Rocha, Jared Wofford, Katie Cross, Kelly Castro. An ambitious young executive finds his career and life in turmoil after losing his wealth in a series of high-risk deals. Stranded in paradise, he's humbled by a hotel's employees forcing him to reevaluate what really defines life.

 IMDb

INDIE

Going Full Indie!

- Hire a local, professional movie crew
<https://www.productionhub.com/>
- Hire this 8,000 sq. ft. movie studio in Naples.
<https://guerillamedia.tv/>
 - They even take pitches for reality TV
 - They have produced and sold shows for major networks

Florida Incentives for Moviemakers

- Tax Incentives
- Rebates
- Grants
- Non-union Wages



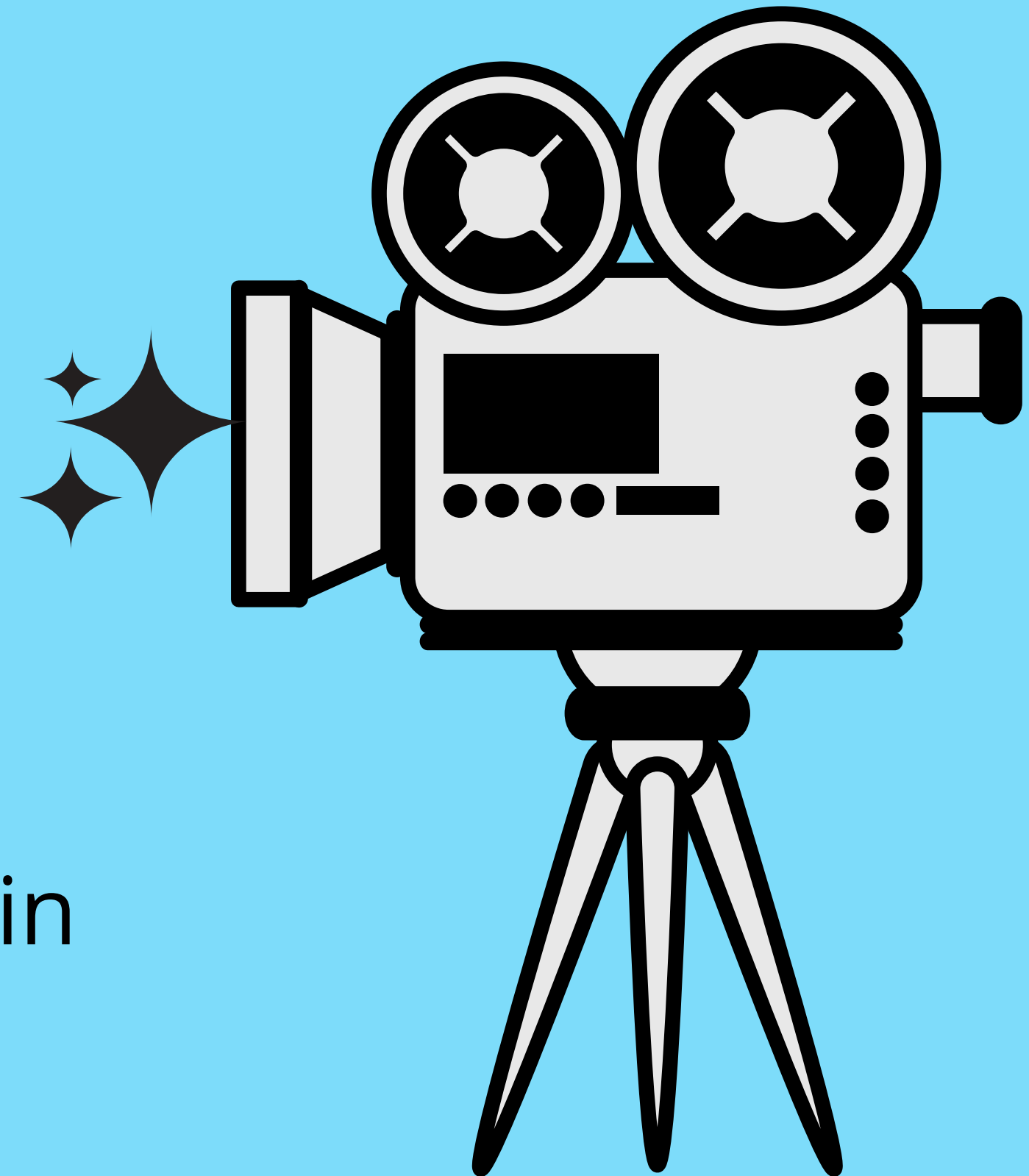
The State of Florida is a right-to-work state.
Movie extras in Florida make minimum wage - which is \$10/hour.

- **SAG Day Rate:** \$1,056/day
- **SAG Weekly Scale:** \$3,664/week



Florida vs. California

- Florida only closed for two weeks
- The film industry was decimated in CA
- Movie and TV productions moved to FL
- Big studios halted production while Indie films thrived in 2020, and 2021



 <https://filminflorida.com/>
(Go here first!)

<https://www.paradisecoast.com/film>
(SWFL Area)

<https://www.filmstpeteclearwater.com/>
(Just Voted The Top 25 Place to Live & Work as
a Filmmaker)

<http://www.filmiami.org/>
(the biggest in Florida)

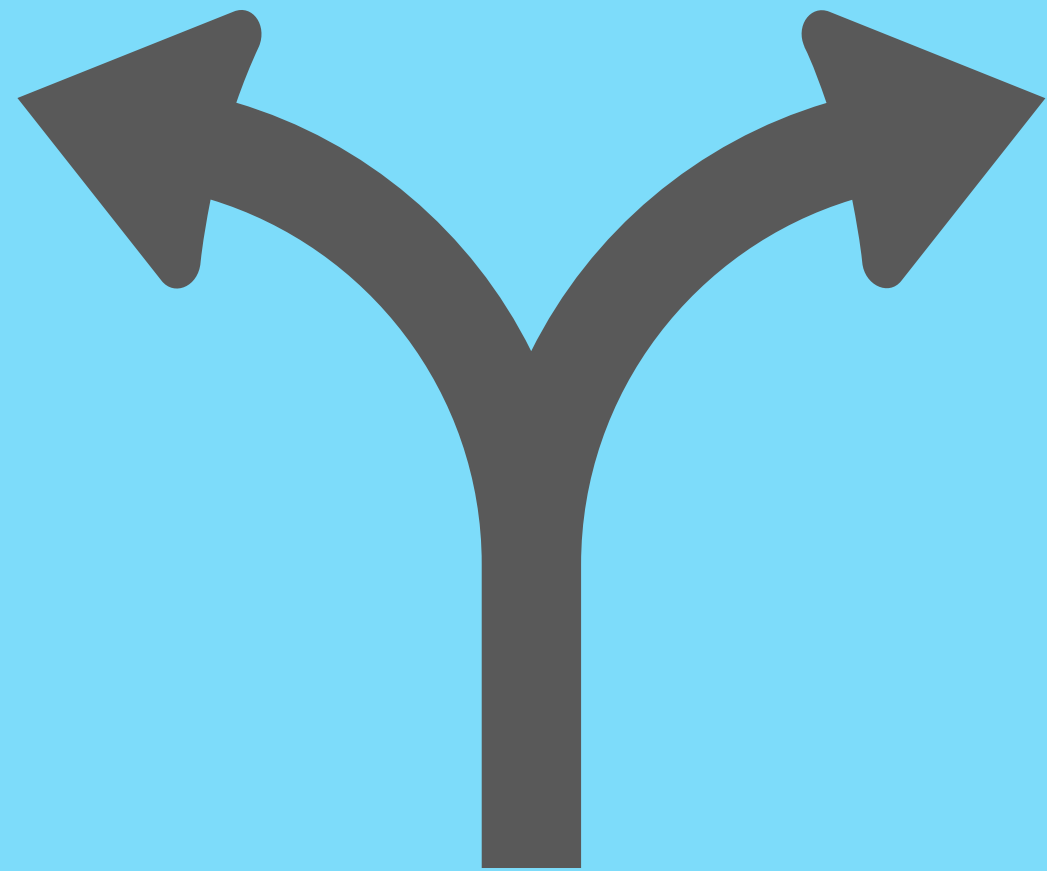
TRADITIONAL



What is everyone's role?

- A producer procures funding for the movie
- The screenwriter adapts the book to screenplay format
 - This is a specialized skill and not one an author should attempt without formal training
- A director interprets the screenplay to his/her vision

Either Way ...



No matter HOW you get
your project made, you will
take the same steps to get it
distributed.

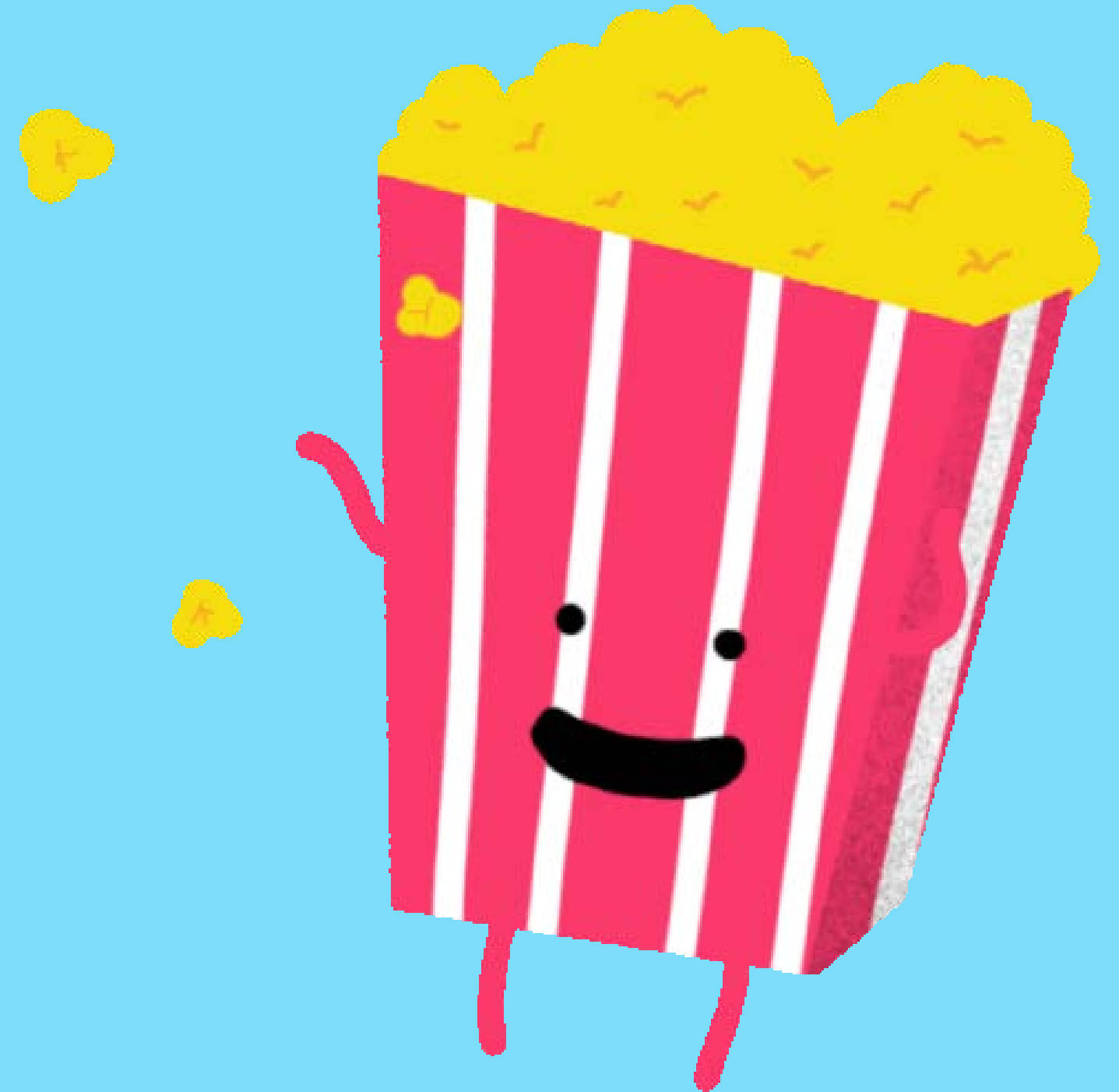
How do I get funding?

- Angel Investor - someone who expects a nominal return (usually 10%)
- Grant
- Crowdfunding
- Convince a producer to make your project
- Corporate/product sponsor
- You MUST attend film festivals



*Where do you want to distribute?

- You need a film aggregator for most streaming services
 - A film aggregator is a third party service that you pay to get your movie, or series distributed on streaming services
 - There is a wide-range of services and fees



How do I find a distributor?

- Netflix
 - Book Agent vs. Entertainment Agent
- Hulu
- Amazon - *can distribute without aggregator
- Tubi - *can distribute without aggregator
- FilmHub
- iTunes/Google
- Traditional Movie Theater



**Like getting a book published,
turning your book into a
movie involves attending
conferences, pitching, and
networking!**