

20 Questions You Should Ask A Distributor ... Before Signing Any Deal

We've all learned lessons the hard way. After the fact, armchair quarterbacking. "I wish"-ing ourselves into a vow to never do that again. Hindsight is 20/20, it's said. We've compiled questions that we've asked, we've answered, and we've heard dozens tell us they'd wish they had asked but didn't ... for one reason or another. We hope these questions will help you feel more prepared for any conversation with distributors.

- What's the cap on marketing expenses?
- Does the marketing cap cover internal or external expenses?
- How often will you provide a sales report?
- When will I see your marketing and publicity plan?
- If we have agencies or individuals we recommend, can we include them in the campaign?
- May I see a sample marketing plan from a previous campaign?
- How much time will you spend on my film?
- How many films do you distribute a year?
- What's the average length of time before your films start receiving revenue?
- Will you hire an outside publicist?
- Who is handling social media?
- How would you describe my film?
- Who do you identify as the film's audience?
- Does your fee include fees from sub-distributors?
- What are your ideas for helping my film cut through the noise?
- Will I have a say in the creative, such as poster, trailer, title, and other decisions?
- Will you consider shortening the length of the term?
- How will we receive updates? How often will we have team calls?
- How much time is needed for marketing and distribution before a release?
- How involved do you expect me to be with the release of the film?