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FREE TRAINING: An Award-Winning Filmmaker Reveals HIS SHORT FILM STRATEGY (Limited Spots Available)

HOW TO CREATE A BREAKTROUGH SHORT FILM THAT FAST-TRACKS YOUR CAREER

Without connections, without a big budget, and without years of experience

[Social Authority Proof]

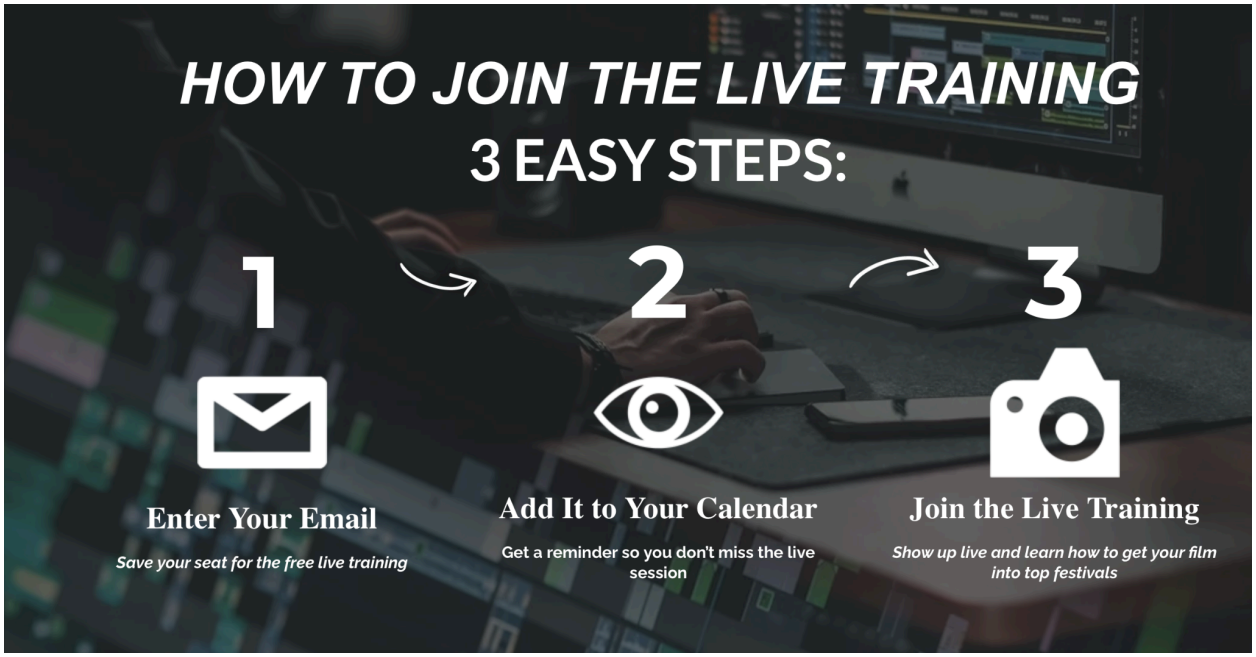
[VSL]

[Clock Timer]

[FORMULAR]

Enter your email below to secure your spot: limited seats available.

[Proof Authority]



[Testimonials from

Real Filmmakers]

HOW A SINGLE SHORT FILM CAN OPEN DOORS MOST FILMMAKERS NEVER ACCESS

- **Why 90% of short films go nowhere...**
  and the critical mistakes most filmmakers don't even realize they're making (that quietly kill their chances before they even submit)

- **The exact step-by-step strategy we use to turn a short film into real career opportunities…**
  even if you're starting from scratch with no industry leverage
- **How to actually get your short film into festivals that matter…**
  without connections, without guessing, and without wasting thousands on submissions
- **The proven approach to raise money and attract serious collaborators…**
  so you're not stuck relying on favors or working with the wrong people
- **What really makes a short film stand out to programmers and industry insiders…**
  (and why most "good" films still get ignored)
- **Real breakdowns of short films that opened doors…**
  and the specific decisions that made them impossible to overlook

And a whole lot more…

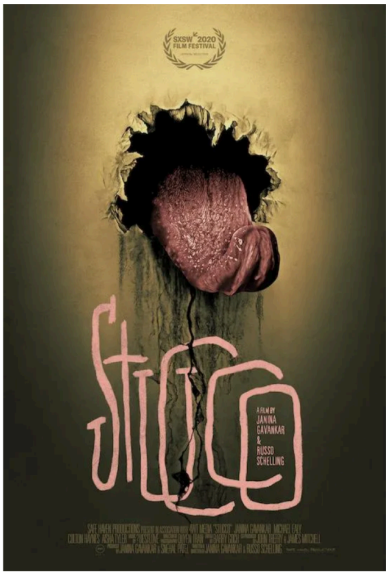
If you're serious about turning your short film into real career opportunities: don't miss this training.

[CTA : **Secure My Spot Now**]

THE AWARD-WINNING SHORT FILM STRATEGY



- Premiered at SXSW Film Festival
- Starring Maika Monroe & Joe Keery
- Distributed online + strong industry visibility



- 25M+ views online
- Award-winning directorial debut
- Distributed by major platforms like ALTER & Omeleto



- Won 3 Oscar-qualifying film festivals
- Premiered internationally at major festivals
- Became a key breakthrough project in career trajectory

WHO SHOULD WATCH THIS FREE TRAINING?

- Are you trying to **break into the film industry** but feel like you're missing the **right connections**?
- Do you want to get into **real film festivals** — not just small ones **no one in the industry watches**?
- Are you serious about turning filmmaking into a **real, sustainable career**?
- Do you feel like you have the **potential… but don't know the exact steps** to make it happen?
- Do you feel like you've been **"trying to break in" for years… but nothing is actually changing**?
- Are you tired of all the advice online that sounds good… but **doesn't actually help you make a real film**?

- Are you worried about spending **time and money** on a short film that **ends up going nowhere**?
- Do you sometimes feel like you're **not "legit" enough** yet to work with **serious actors or crew**?
- Do you struggle to figure out **how to fund your film** or **connect with the right people** to actually get it made?

If you answered "YES" to any of these...

This training will show you exactly how to turn your next short film into real career opportunities.

WHY WOULD ANYONE GIVE THIS AWAY FOR FREE?

I'll give you a straight answer.

There are 2 reasons:

1) Because I know what it feels like to be stuck.

Trying to make something great...

But having no real roadmap.

Spending months, sometimes years, on projects that go nowhere.

Hearing the same advice over and over:

"Just go shoot something."
"Just network more."

But that's not how it really works.

I had to learn that the hard way.

No connections.
Getting ignored.
Failing more times than I can count.

Until something finally clicked...

2) Because this is what changed everything for me

Understanding that:

A short film isn't just a film.
It's a **career move.**

A way to:

Create your own opportunities

Put your work in front of actors, producers, and decision-makers

Show people what you're actually capable of

That's why I created this training.

Not to give you theory.

But to show you what **actually works**
based on real projects, real mistakes, and real results.

[CTA BUTTON]

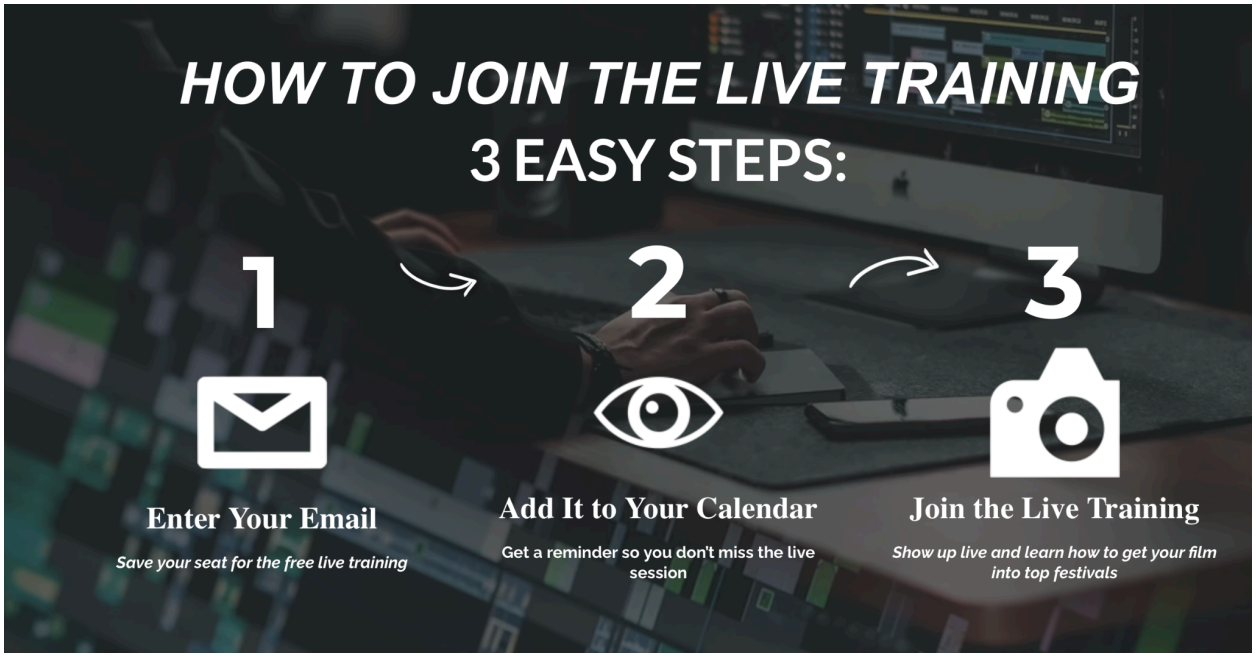
[POP UP BUTTON:]

WAIT!!! Before you leave...

What if one short film could completely change your career?
I'm hosting a free live training where I'll break down the exact strategy we used to:
Premiere at major festivals
Work with high-level actors
Turn short films into real opportunities
Reserve your seat before you go!

REGISTER FOR THE FREE TRAINING

CONGRATULATIONS !!! YOU'RE REGISTERED



[VSL]

Training Start in :

[TIMER]

Step 1: Add This To Your Calendar (Don't Skip This)

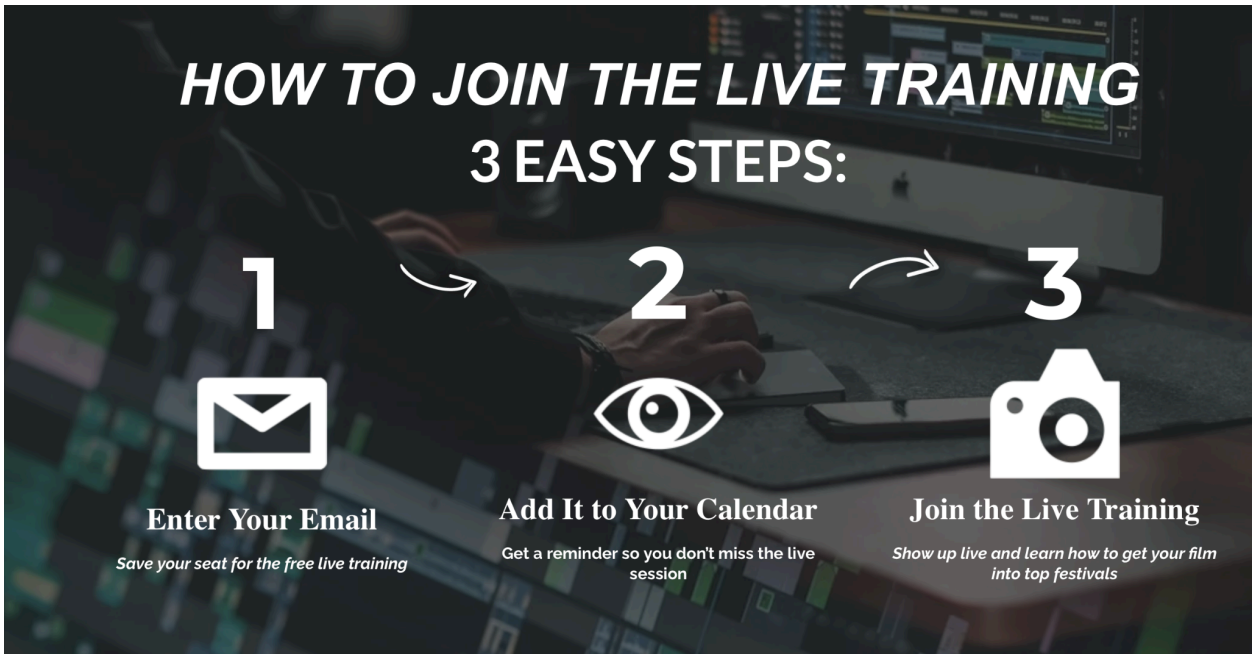
Step 2: Important: Do This Now So You Don't Miss It

- **Check your email for confirmation**
- **Add the training to your calendar**
- **Show up 5 minutes early (we start on time)**

[CTA]

Webinar will start in..

[Timer]



In this free training, you'll discover:

How filmmakers actually raise money for their short films

How to attract real actors & experienced crew

The exact strategy to get into top film festivals

Email 1 : Thank You (¾ days before the event)

Subject : We're starting in 3 days…

Hey {{first_name}},

You're in.

In 3 days, we're going to break down what actually goes into a short film that opens doors — not just something you make and move on from.

A real, step-by-step look at how short films can actually lead to:
– getting into festivals
– getting seen by the right people
– real career opportunities

Quick thing before we start:

Add the webinar to your calendar now
(so you don't forget when it goes live)

And keep this link somewhere handy this is where you'll join on the day:
[WEBINAR LINK]

A lot of people sign up for things like this…
and then completely miss it.

And nothing really changes.

Don't be that person.

We'll send you a couple emails before the training
with a few things most filmmakers get wrong about short films.

So keep an eye out.

Talk soon,
John

P.S. If you're serious about making your next short actually matter…
don’t miss this live.

Email 2 : 2 days before
Subject : Most filmmakers believe this

Hey {{first_name}},

Quick reminder.

Only a few days before we're kicking things off soon.

But before we do…

I want to challenge something you might believe right now:

That "making it" in this industry is almost impossible.

That unless you have connections, money, or luck…
you're basically stuck on the outside looking in.

I used to think the same thing.

And honestly a lot of people never move past that belief.

But here's what I've learned after years of actually doing this:

There's no secret door.
No one's coming to "let you in.

The filmmakers who break through…
are the ones who create their own opportunities.

And one of the most effective ways to do that?

Short films.

Not the kind you make just to say you made something
but the kind that actually open doors.

That get into festivals.
That get attention.
That lead to real conversations and real opportunities.

That's exactly what we're going to break down in this training.

How to approach short films the right way
so you're not just "making another movie"…

You're building something that can actually move your career forward.

Make sure you show up live:

[WEBINAR LINK]

Talk soon,

John

Email 3 : 1 day before

Subject : Before we go live tomorrow (don't skip this)

Hey {{first_name}},

Tomorrow, we go live.

Before that… I want to tell you something I hear all the time:

"I'd make a short film if I had the budget."

Here's the truth:

Money is not the reason your film isn't happening.

I've seen filmmakers wait for YEARS to raise money…

And I've seen others shoot something with almost nothing—
and it changes everything for them.

For example:

– Whiplash started as a small short → became an Oscar-winning film
– Lights Out was shot at home → turned into a studio movie
– Thunder Road was one take → won Sundance
– The Silent Child → low budget → won an Oscar
– Saw started as a short → now a global franchise

So what's the real problem?

It's not money.

It's this:

You keep rewriting… instead of shooting.
You wait… instead of making a move.
And deep down, you're not sure your film would even work.

So you stall.

A short film isn't just a project.

It's a move.

And most filmmakers are playing this completely wrong.

That’s what I’m breaking down tomorrow.

I’ll show you:

– How to raise money (even with no network)
– How to get people to say yes to your project
– How one short film can open real doors

If you’ve been thinking:
“I just need more budget…”

This will change how you see everything.

Join here: [LINK]

See you tomorrow,
John

P.S. If you actually want to make a film this year… don’t miss this.

Email 1 : In the morning
Subject : We start at [TIME]

Hey {{first_name}},

We go live tonight.

And for the first time, I'm going to break down the exact approach behind the kind of short films that can lead to real industry recognition, including Oscar-qualifying wins and Emmy-level opportunities.

The same kind of projects that led to films like *Souls of Totality* and *Stucco*
films that went on to win major awards and reach millions of people.

This isn't theory.

This is what actually goes into a short film that:

– gets programmed (not ignored)

– attracts real actors and collaborators

– and makes people in the industry pay attention

So tonight, here's what I want you to do:

Block 90 minutes
Be in a quiet place
Have a solid internet connection

There will be no replay.

If you've been stuck thinking:
"I just need more time… or more money…"

This is going to change how you see everything.

Join here: [LINK]

See you tonight,
John

Email 10 mn before

Subject : We're live in 10 minutes

Hey {{first_name}},

We're going live in 10 minutes.

You can join here:
[WEBINAR LINK]

Tonight, I'm going to show you what most filmmakers never get to see:

What actually happens behind the scenes of a short film
that *doesn't* get ignored.

How projects like *Souls of Totality* and *Stucco*
went from an idea… to award-winning films.

Quick reminder:

Be in a quiet place
Block the next 90 minutes
Stay until the end

There will be no replay.

Join now: [WEBINAR LINK]

See you inside,
John

Email 1 - Immediately After The Webinar

Subject Line: Thanks for being there live

Preview Text: Thanks for joining live. Here is the next step if you want to build your short strategically.

Hey {first_name}},

First, thank you for being there live.

I know it takes time and attention to show up for something like this, and I do not take that lightly.

As a quick reminder, there is no replay planned for this training.

So if you were there live, you saw the full breakdown of what I believe is one of the most important shifts a filmmaker can make:

your short film is not just a side project.

It can be a career asset.

But only if it is built that way from the beginning.

During the webinar, we talked about the difference between making a film and hoping something happens versus building one with a real strategy around it.

That means:

- choosing a concept that can actually support the next step in your career
- making the project feel professional and credible
- understanding how to fund the short without waiting for one magic investor
- building a festival and distribution plan that gets the film in front of the right people
- using the short to create relationships, conversations, and future opportunities

That is exactly why I created Short Film Deep Dive.

SFDD is the complete roadmap I wish I had earlier in my own career.

It walks you through the full lifecycle of a short film:

from idea, script, budget, and funding...

to pre-production, production, post, festivals, press, distribution...

and ultimately how to use the film to open the next door.

It is not theory.

It is the practical system I have built from years of producing short films, making mistakes, getting films finished, and learning what actually helps a project compete at a higher level.

Enrollment is open now for the post-webinar offer.

You can join Short Film Deep Dive for $997.

If you want to use your next short as more than another finished project, click below and complete your purchase through the SFDD landing page:

https://shortfilmdeepdive.com/

The offer is available until [OFFER DEADLINE TIME].

After that, this post-webinar purchase window closes.

If your next short is worth making, it is worth making strategically.

John

https://shortfilmdeepdive.com/

P.S. Whether you take action right away or not…

If you want to stay sharp and keep getting real insights on how the film industry actually works—

You can join my newsletter here:

https://shortfilmdeepdive.com/

That's where I share what's really happening behind the scenes.

Email 2 - Next Day Hesitation

Subject Line: If you are thinking "not now"
Preview Text: If you are hesitating, this is the question I would ask before moving on.

Full Email Body

Hey {first_name}},

After a training like yesterday's, it is normal to have some hesitation.

Maybe you are thinking:

"Not now."

"I need more time."

"I can probably figure this out myself."

I understand that.

Filmmaking already asks a lot from you.

Time, money, favors, energy, weekends, relationships, and a lot of belief before anyone else sees the finished film.

So I am not going to pretend that joining Short Film Deep Dive magically removes the work.

It does not.

You still have to write the script.

You still have to build the team.

You still have to raise the money.

You still have to get through production, post, festivals, and release.

But here is the question I would ask:

do you want to keep figuring all of that out by trial and error?

Because the expensive path is not always the course.

Sometimes the expensive path is making the wrong short, with a vague plan, weak materials, random submissions, and no clear strategy for what happens after the film is done.

That is the loop a lot of filmmakers get stuck in.

They make the film.

They submit.

They post.

They network.

And still, nothing really converts into the next opportunity.

Short Film Deep Dive was built to solve that problem in a practical way.

Inside SFDD, you get the roadmap from concept to career leverage:

- what kind of short to make and how to position it
- how to think about budget, funding, and packaging
- how to prepare and produce at a more professional level
- how to approach festivals, distribution, press, and release
- how to use the film to build relationships and create the next step

This is not about hype.

It is not about promising that one short magically changes everything.

It is about giving your next short a better chance because you are no longer guessing at every stage.

The post-webinar offer is still open for $997 until [OFFER DEADLINE TIME].

If you know your next short deserves a real strategy, click below and complete your purchase:

https://shortfilmdeepdive.com/

Whatever you decide, make sure it is a decision.

Not just another way to delay the film you actually want to make.

John

P.S. Whether you take action right away or not…

If you want to stay sharp and keep getting real insights on how the film industry actually works—

You can join my newsletter here:

https://shortfilmdeepdive.com/

That's where I share what's really happening behind the scenes.

Email 3 - 10 Minutes Before Deadline

Subject Line: Closing in 10 minutes

Preview Text: The $997 post-webinar offer for Short Film Deep Dive closes in 10 minutes.

Full Email Body:

Hey {first_name}},

Quick final reminder.

The post-webinar offer for Short Film Deep Dive closes in 10 minutes at [OFFER DEADLINE TIME].

There is no replay planned for the training.

And after this window closes, the $997 post-webinar offer is no longer available.

If you want the full SFDD roadmap for building a short film more strategically - from concept and funding through production, festivals, distribution, and career opportunities - this is the time to join.

Click below and complete your purchase through the SFDD landing page:

https://shortfilmdeepdive.com/

No pressure.

Just a clear last reminder before the deadline.

If your next short is worth making, it is worth making with a real plan.

John

P.S. Whether you take action right away or not…

If you want to stay sharp and keep getting real insights on how the film industry actually works—

You can join my newsletter here:

https://shortfilmdeepdive.com/

That's where I share what's really happening behind the scenes.

Email 2 : 2 days After -> Closing

Subject : Closes tonight at midnight

Hey {{first_name}},

Quick reminder.

The special offer closes tonight at 12 AM.

After that, it's gone.

No extended deadline. No second chance.

If you've been thinking about joining…

this is your moment to decide.

Not tomorrow. Not "later".

Now.

Because the truth is

most filmmakers don't fail because they're not talented…

They fail because they wait too long to move.

And at some point, you either:
commit to making something real
or stay stuck in the same place

If you're ready to actually move forward:

https://shortfilmdeepdive.com/

Either way, I appreciate you being part of the training.

And if you want to keep learning how this industry really works

you can join the newsletter here:
[NEWSLETTER LINK]

Talk soon,
John

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Background colors : 000321

Highlight button / icon : 0038ff

Font : Montserrat

ADS by Focus Order:

ANGLE 1 - Festivals Are Not A Lottery

Ad 1

Avatar pain: "I have tried festivals and submissions, but it feels random and expensive."

SCRIPT:

Hook 1: If your festival strategy is basically:

“Submit everywhere and see what happens…”

you are probably going to waste a lot of money.

And I say that with love, because I get why people do it.

Hook 2: If you’re tired of making films that disappear after a few festival submissions, listen closely.

Hook 3: If you’ve gotten into festivals and still haven’t gotten a single meeting from it

the festival isn’t the problem.

Hook 4: If every time you finish a film, your plan is basically just open FilmFreeway and start paying fees... this is for you.

Hook 5: If you’ve spent more on submission fees this year than you’ve made back from your film,

something isn’t adding up.

Body: You finish the film, you’re proud of it, and you want it to be seen.

So you open FilmFreeway, start scrolling through deadlines, and every festival starts to feel like a possible yes.

So you pay the fee.

Then another one.

Then another one.

And after a while, it’s not really a festival plan anymore.

It’s just hope with a credit card.

The problem is, a festival run is not about sending your film to as many places as possible.

It’s about knowing where your film fits, and what you want that selection to do for you.

Because a festival is not the finish line.

It’s a doorway.

But only if you know which door you’re trying to open.

I’ve had films compete and premiere at places like SXSW, Tribeca, Raindance, HollyShorts, and Oscar-qualifying festivals.

And that’s one of the biggest lessons I learned.

So in my live Short Film Blueprint,, I’m going to show you how to think about your festival path before you start spending money on submissions.

Not in a vague, “just be strategic” way.

I’ll help you understand which festivals actually make sense for your film.

What to do before you even start submitting.

And how to stop turning your festival run into a very expensive guessing game.

This is a live event.

There won’t be a replay.

Click around this video and register now.

ANGLE 2 - The Work Is Not Reaching The Right People

Ad 2

Avatar pain: "My work feels unseen by the people who could actually move the needle."

SCRIPT:

Hook 1: Film school teaches you how to make the film.

It usually doesn’t teach you what to do after.

Hook 2: If you spend everything on your shorts. The edit, the sound mix, the key art, the FilmFreeway submissions.

And then it's done.

And you realize you still don't know who needs to see it.

Hook 3: If you've finished a short you're proud of and you still can't answer "who is this film supposed to reach?" — you're not alone.

Hook 4: If your film is done, it's on Vimeo, it's on FilmFreeway, and the right people still don't know your name — the film isn't the problem.

Hook 5: If you've worked for months on a short and the only people who've watched it are your friends... listen.

So you finish your short.

You're proud of it.

Maybe it's the best thing you've made so far.

You post the trailer, send the link to a few people, submit to some festivals…

and then you realize something kind of scary.

You don't actually know who needs to see it.

You just know you want the right people to find it.

And that is where a lot of shorts get lost.

Not because the work is bad.

But because there was no real plan for where the work was supposed to go.

A lot of people spend all their energy getting the film finished.

Then once it's done, they start asking, "Okay… how do I get people to care?"

But by then, you're already late.

Because your short should not just exist.

It should do something for you.

It should help people understand what kind of filmmaker you are.

It should show them what you can handle.

And it should make the next step feel obvious.

I've seen shorts lead to features.

To rep meetings.

To TV projects.

To careers that actually moved.

And in my own career, shorts helped lead to bigger opportunities, including co-executive producing the Paramount+ docuseries *My Killer Father: The Green Hollow Murders*.

But that kind of thing does not happen just because the film is finished.

You need a plan for who sees this film — before you're stuck just asking people to please watch it.

That's what I'm breaking down in my live Short Film Blueprint,

How to think about your short before,

During,

and after the festival run,

so the film has a better chance of reaching the people who can actually move something forward.

There won't be a replay.

Click around this video and register now.

ANGLE 3 -Another Short Could Become Another Sunk Cost/time

Hook 1:

What if your short gets into festivals…

and still doesn't open the doors you thought it would?

Because that happens more than people admit.

And…

Hook 2:

If you are wondering whether it is really worth making another short film, that is a fair question.

Hook 3: If you're tired of making films that disappear after a few festival submissions, listen closely.

Hook 4: If you're not sure your next short film is actually worth the time and money

— honestly, that's the right question to ask.

Hook 5: If your last short went to festivals and then basically just... stopped

— I know what happened.

Body :

Shorts take a huge amount of time, money, favors, emotional energy, and problem-solving.

They're not easy.

And there is no guarantee that making one will suddenly change your career.

So I do not want to pretend this is some kind of magic shortcut.

It is not.

But I do believe short films are one of the most powerful ways to create your own opportunities as a filmmaker.

That's what they did for me.

I've made more than a dozen short films.

Souls of Totality. How To Be Alone. Stucco.

Those films got into SXSW. Tribeca. Oscar-qualifying festivals.

They helped me build real relationships, reach real audiences, and open doors to bigger work in film and TV.

The difference was not just making more shorts.

It was learning how to make the right short, the right way, with the right strategy around it.

That's why I'm hosting a live event soon where I break down exactly what I've learned: how to think about the film, the festival path, and the strategy after it premieres.

If you want your next festival run to be more than a very expensive guessing game, click around this video.

Click around this video and register.

ANGLE 4 - Funding Starts With Clarity

Ad 4

Avatar question: "How do I fund my short if I do not have rich friends or industry connections?"

SCRIPT:

If you think funding a short film starts with knowing rich people — I want to push back on that.

Hook 1: If you think the only reason you can't fund your short is because you don't know rich people — I want to push back on that.

Hook 2: If you've pitched people on your film and they kept saying "sounds cool" but nobody actually wrote a check — the problem probably isn't the idea.

Hook 3: If you're waiting to find the right investor before you start your next short — you might be waiting a long time.

Body:

Obviously, relationships help.

But I've raised money for shorts, built budgets, made pitch decks, and asked people to support films that didn't exist yet.

And what I learned is this:

A lot of people don't say no because the idea is bad.

They say no because the film still feels too much in your head.

You can see it.

They can't.

You know the tone, the references, the world, the reason it matters.

But to them, it might just sound like an idea and a number.

And that is a hard thing to fund.

This is where a lot of people get stuck.

They think, "I just need to know someone with money."

But what they really need is a project that feels easier to believe in.

A clearer pitch.

A budget that feels thought through.

A reason why this short should exist now.

And a plan for what happens after it’s made.

That’s the stuff that makes someone feel safer putting money behind it.

I learned that making films like *Souls of Totality*, *How To Be Alone*, and *Stucco*.

Taking them to SXSW. Tribeca. Raindance. HollyShorts. Oscar-qualifying festivals.

And that’s what I’m breaking down in my live Short Film Blueprint.

How to build a short that people can take seriously before it even exists.

This is a live event. There won’t be a replay.

Click around this video and register now.

Format Interview :

Hook 1 - Paramount+ Career Leverage

SCRIPT:

PERSON:

Hey John, how did you get your series My Killer Father on Paramount+?

JOHN:

Yeah, good question.

Honestly, it wasn't luck.

I've been making films professionally for over ten years.

And for me, short films were a huge part of how I built that path.

Hook 2 - Souls of Totality / Festival Strategy

SCRIPT:

PERSON:

Hey John, how did you get Souls of Totality into festivals and win Oscar-qualifying festivals?

JOHN:

Yeah, so the honest answer is: it was not just one trick.

It was the whole strategy around the film.

Hook 3 - Festival Frustration

PERSON: John, I know a lot of filmmakers who've gotten into festivals but nothing actually changed after. No meetings, no reps. What are they missing?

JOHN: Yeah, that's the most common thing I hear. Getting into a festival is real. But a selection by itself doesn't do anything. It's what you do around it that matters.

Hook 4 - Funding Without Connections

PERSON: John, how do you even fund a short film if you don't have rich friends or industry connections?

JOHN: Yeah, most people think funding starts with knowing the right people. I want to push back on that. What I learned is: people don't say no because the idea is bad. They say no because the film still feels too much in your head.

BODY

PERSON:

What do you mean?

JOHN:

I mean I did not just wake up one day with a project on Paramount+.

Before that, I had produced a bunch of short films.

Films like Souls of Totality, How To Be Alone, and Stucco.

Those films helped me get into festivals, build relationships, prove I could produce at a serious level, and get my work in front of the right people.

PERSON:

Okay, but festivals are hard to get into.

JOHN:

They are.

That is why you cannot just make a short, submit everywhere, and hope.

You need a strategy.

After more than 10 years in the industry and more than a dozen short film projects, I have developed a pretty clear way of thinking about this:

how to make the film strong enough,
how to finance it properly,
and how to position it so the right people actually see it.

PERSON:

Can other filmmakers do the same thing?

JOHN:

Yes, absolutely.

Yeah, it works at every level.

Film school grad, actor who wants to direct, filmmaker who's been at this for years — doesn't matter.

The idea is the same.

You need a great film, but you also need a plan around the film.

And before I go too deep here, I am hosting a live event soon where I break all of this down.

How to finance a short.
How to raise it to a festival level.
And how to position it to get selected and seen by the right people.

If you want to be part of it —
click around this video and register.

Ad: Retarget People who already watch an ad for the webinar

Hook 1: If you're seeing this again — you probably already know your next short needs more than festival submissions and hope.

Hook 2: If you've already scrolled past this once — your next short is either going to be strategic or it's going to be another expensive guess.

Hook 3: If your last short got zero selections — it's probably not because of the film. Your next one needs a different plan.

Hook 4: If you watched one of my videos and didn't sign up — here's what I didn't say yet.

Hook 5: If you're still thinking about it — that's probably because you already know your next short needs a real plan.

Body:

The hard part is not just making a short.

It's making one that actually gets selected.

Not one that sits online, gets submitted randomly, and disappears after a few compliments.

I've produced 12+ short films.

Films that got into SXSW. Tribeca. Oscar-qualifying festivals.

Films that won awards and opened doors — including a series for Paramount+.

And what I learned is this: the film itself is only part of the equation.

The strategy around the film is what gets it selected.

YouThat's what I'm breaking down in Short Film Blueprint, my live webinar:

How to think about funding and festivals.

How to position your film so the right people actually see it.

Short Film Blueprint is a 90-minute live webinar.

By the end, you'll know exactly what your next short needs to look like, how to fund it, which festivals actually make sense for your career, and what to do the moment your film is done.

This is a live event. There won’t be a replay.

Click around this video and secure your spot.

CTAs:

If you want your next festival run to be more than a very expensive guessing game, click around this video. Click around this video and register.

If you want your short to still be working for you six months after its premiere.
Not just a spike on Vimeo and then nothing.
This webinar shows you how to keep your film alive long after the festival run.
Click around this video and register.

If you start thinking about your festival strategy after the film is already done.
That's too late.
In this webinar, I give you the full roadmap — starting from pre-production. Register now.

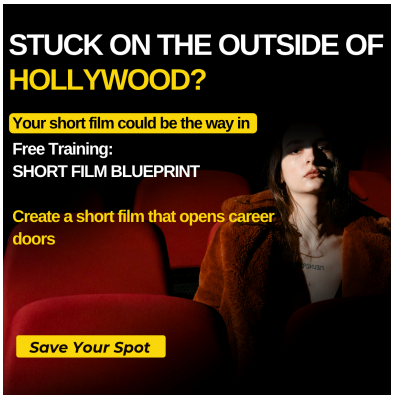
This isn't another masterclass.
It's a step-by-step action plan to make sure your next short stops disappearing into the void.
Click on this video and save your spot.

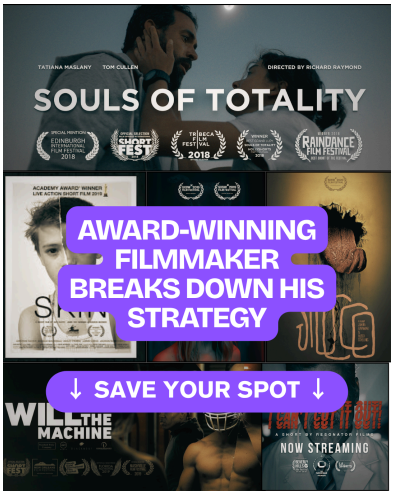
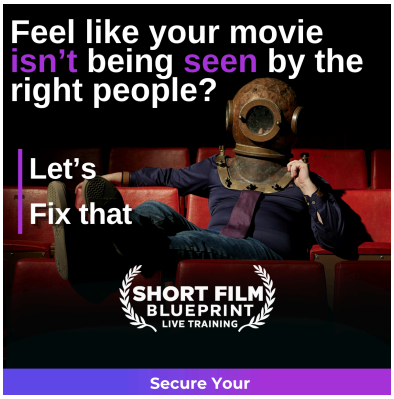
If you want to fund your short without begging for favors.
In this live event, I show you how to pitch your project so people want to invest — even if they don't know you yet.
No replay. Register now.

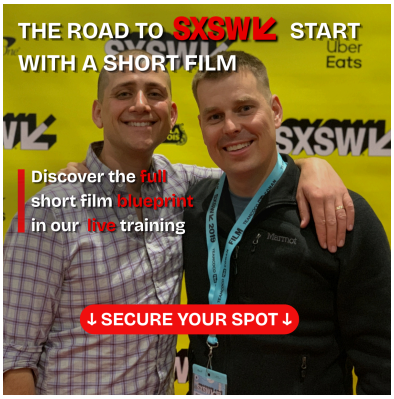
If you want the right people to see your film.
Not your friends. The people who can actually do something with it.
This live event shows you how to make that happen. Register now.

If you're about to make your next short.
Before you spend the money, call in the favors, and burn the weekends —
come to this live event first.
One hour. A real plan. So this one doesn't end up in the same place as the last one.
No replay. Click on this video and register now.

Your next short is going to cost you thousands of dollars.
This webinar is free.
One hour here could save you every dollar you're about to spend on a film that disappears after two festival rejections.
Click on this video and register now

Angle	Description	Creative
Pattern Interrupt	Your festival strategy matters. Learn how to submit smarter, avoid common mistakes, and build a festival plan that actually supports your career. Join the free live training.	
PAIN Hollywood	It's not your talent that's the problem. It's that nobody who can move your career has seen your work, yet. In this free training, John Trefry shows you the exact framework to change that. Register free → [link]	
Proof A	SXSW. Tribeca. HollyShorts. Palm Springs. These didn't happen because of random luck. In this free live training, award-winning filmmaker John Trefry breaks down the strategy behind short films that reached major festivals, attracted serious collaborators, and opened bigger career doors. You'll learn how to think about your short not just as	

	a film but as a strategic asset. **Save your spot for the free live training.**	
Proof B	A short film can be more than a calling card. When it's built strategically, it can help you get into better rooms, start better conversations, and prove what you're capable of as a filmmaker. Join the free live training and learn the blueprint behind short films that open doors. **Save your spot.**	
PAIN Audience	You've put real work into this. The craft is there. But festival laurels and industry traction are two different things — and most filmmakers never bridge that gap. In this free training, John Trefry shows you exactly how to cross it. Register free → [link]	

Desire A/B	Before you start your next short film, ask one question: What is this film supposed to do for your career? If the answer is “hopefully get into festivals,” you may be thinking too small. Join the free live training and learn how to create, position, fund, and leverage your short film with a real strategy behind it.	 
AD STORY Testimonial		FROM SHORT FILM TO FESTIVAL SCREENINGS  Kent Lamm - Writer/Director John is a total expert when it comes to narrative short films. He was a huge asset for my film *Will 'The Machine'* and not only elevated my work as a director but also helped secure screenings at prestigious festivals like HollyShorts and Palm Springs to name a few. Discover the blueprint in our live training SAVE YOUR SPOT

Value message	You can spend another year submitting and waiting. Or spend 90 minutes learning the framework that took filmmakers from zero traction to features, distribution deals, and industry representation. John Trefry. SXSW. Tribeca. Paramount+. Free. Register → [link]	 
WAIT	Still planning your next short? Before you spend months developing, fundraising, producing, and submitting… learn the strategy first. Join the free live training and discover how to turn your short film into something that can actually	

	move your career forward. **Reserve your spot.**	

Hey, it's John.

Most filmmakers don't see this until they've already spent years at it. Making work. Submitting. Posting. Networking. And still wondering why nothing is actually moving.

The problem usually is not the film.

Not entirely.

The problem is that the film was never built to create leverage.

And that distinction matters more than most people think.

Because you can make something honest.

You can make something beautifully shot.

You can get a few laurels, a few kind messages, maybe even a little attention online.

And still feel like nothing actually moved.

No meeting.

No representation.

No serious producer asking what you are doing next.

No clearer path toward the feature, series, or larger project you actually want to make.

If you know that feeling, you know how strange it is.

You work for months. Sometimes years.

You pull favors. You ask people to trust you. You spend money you probably did not have lying around. You carry the project through all the small disasters that nobody sees.

And then the film is finally done.

It screens.

People say nice things.

And then, somehow, life just goes back to exactly where it was before.

Meanwhile, other filmmakers are getting noticed. Sometimes with less experience. Less craft. And somehow their work is impossible to ignore.

It travels differently.

People talk about it differently.

It seems to open doors before anyone can fully explain why.

There is a reason for that.

And it is not just luck.

I've been producing short films for over a decade. Projects that played SXSW and Tribeca. Films that worked with major actors, reached millions of viewers, opened real doors. And across all of it, I kept seeing the same pattern.

The shorts that actually move careers are not treated like side projects.

They are built like strategic proof.

Proof that you can tell a story.

Proof that you can package an idea.

Proof that you can attract the right collaborators.

Proof that you can execute under pressure and finish at a level people take seriously.

And maybe most importantly, proof that gives the right people a reason to pay attention to what you are doing next.

That is the layer most filmmakers were never taught.

You were taught craft.

How to write. How to shoot. How to direct actors. How to finish.

All of that matters.

But very few people sit you down and show you the strategic layer around the film.

Every decision around the film matters. Before you shoot. Through funding. Through festivals. After release. Those decisions are what determine whether your short moves your career or just gets finished.

That is what we are going to unpack in Short Film Blueprint.

This is not a "get into Sundance overnight" training.

There is no shortcut that replaces the work.

But there is a smarter way to point the work you are already doing.

Inside the session, I am going to show you why certain short films feel more culturally important before the filmmaker is famous.

Why talented filmmakers can stay invisible for years even after making good work.

How the right concept makes a project easier to fund. Easier to talk about. And easier for the right people to get behind.

Why festival strategy is not just about submitting everywhere and hoping something breaks.

And how one short film can be designed from the beginning to create proof, positioning, relationships, and momentum.

Because the goal is not just to make another short.

The goal is to make the right short, the right way, with a real plan around it.

And the timing matters.

The industry is changing. The old path is narrower. More filmmakers are submitting, posting, pitching, and trying to get noticed than ever before.

Attention is not getting easier to earn.

You are putting your time into this. Your money. Your relationships. Your name. That should not be built on hope.

It should be built with strategy from day one.

If you want to understand that framework, fill out the form below and reserve your seat for Short Film Blueprint.

Join the session.

And I will show you how to start thinking about your next short as something much more powerful than a film.

I will show you how to think about it as leverage.

Hey, it's John.

First of all, congratulations.

If you are watching this video, your spot for the live event is confirmed.

You just did something most filmmakers never do.

You took a step toward your next short film.

Short films are hard.

Hard to write. Hard to finance. Hard to produce. Hard to finish. Hard to get into festivals. Hard to get seen by the right people.

If you have ever put everything into your film career and still felt stuck — you are not alone.

I have been there.

I have spent over a decade working as a filmmaker. I have produced short films that competed at SXSW, Tribeca, and more. And I have seen how one short film can open doors to features, television, and real career opportunities.

The difference is not talent.

It is not effort.

It is not submitting your film everywhere and hoping.

The difference is strategy.

That is exactly what we cover in the live event.

I am going to walk you through how to make one short film that creates real career leverage.

We are going to talk about your concept.

How to package your film so it feels real.

How to think about financing.

How to raise your short to a festival standard.

And how to position it so it actually gets seen.

The goal is not to make another short.

The goal is to make the right short. The right way. With a real plan.

Are you an actor who wants to direct?

A writer-director trying to get your first serious project made?

A filmmaker fresh out of school, unsure where to start?

Or someone who already has a script or short in progress?

This training is built for you.

Wherever you are right now — that is okay.

The earlier you understand the strategy, the fewer mistakes you make later.

I learned this firsthand making films like *Souls of Totality*, *How To Be Alone*, and *Stucco*.

A short film can become more than a finished project.

It can become proof.

Proof that you can tell a story.

Proof that you can raise money, build a team, and finish.

Proof that you work at a professional level.

When your film is positioned well, it opens doors.

It builds relationships with producers, collaborators, and decision-makers.

One example is Kent Lamm.

Kent is a writer-director I worked with on his short film, *Will "The Machine"*.

The work was not just about making the film better.

It was about giving the project the right shape.

The right positioning. The right standard. A clear plan for where the film could go.

That film went on to screen at HollyShorts and Palm Springs International ShortFest.

Kent later said the work helped secure screenings at prestigious festivals.

That is what I mean when I say a short can become proof.

Now, a few things before the event.

First, save the date right now. Don't leave it to memory.

Second, check your email for the confirmation link.

And third — show up live.

There is no replay planned.

Come with your questions.

Come with your project if you have one.

And if you do not have a project yet, come ready to figure out what kind of short actually makes sense for you.

My goal is simple: real lessons, practical takeaways, and the strategic clarity I wish I had earlier in my career.

Your spot is confirmed.

Lock it into your calendar.

Check your email.

And I will see you live.