

Keys to a Successful Movie

Have a Relatable Message

Since the beginning of cinema, film-goers everywhere have been inspired by watching their favorite relatable characters dance around on the screen. All good films need inspirational messages.

Create Genuine Connections

Without substance, your film means nothing. Genuine connections that are important to an audience will make an impact. Showing us who the main character is always makes a connection.

Connect, Don't Pander

The creator's vision can create tension with studio executives, but the vision must win. Films are best when creatives create and executives execute. Force fitting characters into a film to change the demographic can be construed as a form of discrimination and often offends the audience. Develop a true and honest connection that is relatable to both you and your audience. Don't let copy paste ruin your movie. Fans can always smell pandering.

Inspire The Audience

Truly inspirational messages are rare gems. Meddling with the heart of a story won't lead to more views. A creator must stick to their guns and maintain their message. The vision provides instructions for the audience, time and heartache saved is the value, and the message provides the connection. Everyone needs a genuine moral message. The impact you make in this life is what's most important.