

SELF HELPLESS



Bad friends. Worse Advice.

SELF HELPLESS

Genre: comedy

Runtime: 1 hr. 27 min.

Shooting Format: HDV 1080 60i

Exhibition Formats: DVD, Blu Ray

Produced By: End of the World Entertainment

Date of Completion: 10/1/09

Beginning of Production: 6/1/08

Production Budget: \$9,500.00

Countries of Production: USA, Mexico

Website: www.selfhelplessmovie.com

Twitter: www.twitter.com/selfhelplessmov

Blog: selfhelplessmovie.blogspot.com

YouTube: <http://www.youtube.com/user/selfhelplessmovie>

Myspace: www.myspace.com/selfhelplessmovie

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Self Helpless Synopsis

Self Helpless is an indie comedy with grandes cojones. Its crass humor, despicable characters and refreshingly ridiculous story tow the line between hilarity and just plain wrong. Self Helpless forces its audience to reconsider how badass true independent film can be.

Simon, John Candy, Felix, and The Drake are assholes. They are stupid, scheming, self-regarding dudes who are convinced of their own greatness. They are also convinced that they can fix their pathetic lives with self-help books. Unfortunately for the guys, self-help is not moron-proof. The foursome's idiotic attempts at bettering themselves lead to lost jobs, poorly timed acid trips, and incarceration. Along the way, a gross mistranslation of a Mexican website convinces the guys that they must travel to Mexico to find an all-knowing guru named Don Rodrigo. On the road to enlightenment the group runs into drugs, guns, gangsters, hot Mexican babes and lots of tequila.

Self Helpless was shot on location in Mexico and Vermont. The movie features an eclectic cast of Mexican and American supporting actors, as well as a hilarious cameo appearance by hip hop star Devin the Dude. A twisted sense of humor, a star studded soundtrack, and some truly miraculous independent filmmaking combine to create a moving picture that has the entertainment value of a big studio comedy and the quirky feel of an indie. This makes it nearly impossible to believe that Self Helpless was made for under ten thousand dollars. If you are a fan of comedy, true independent film, or just a lover of people farting in other people's drinks, then Self Helpless is a must see for you.

Director's Statement

The making of *Self Helpless* has been ass-backwards from the very beginning. To start with, we decided to make the movie before we had written a thing. Contrary to the standard order of operations, our decision to go for it was actually motivated by the realization that we were four talented friends without wives, kids, or mortgages. And we needed to do something about that, something big and awesome and crazy, while we still had the chance.

After this epiphany, we spent a few months brainstorming and jotting down the skeleton stories of a few alternately vomit inducing and highly illegal ideas. We settled on a storyline very loosely based on our friend Rodrigo Alfonso (who may, in fact, be some sort of ingenious guru). Each of us wrote a quarter of the script separately. We then came together on Mt. Desert Island, Maine in July of 2008 for a week of writing. After about six days of intense creation and infighting, we emerged with a finished screenplay.

It was clear that not only had we found a unified voice, but we had created a truly unique and interwoven story that worked on many levels as well. It is unclear why we were drawn to creating characters who are so self absorbed, egotistical, and completely out of touch with reality. I guess you just write what you know.

In August we quit our shitty jobs and flew down to Mexico to shoot the second half of *Self Helpless*. We were pretty sure that sharing the role of director four ways was a horrible idea and would come crashing to a halt within the first few days. Somehow we found a rhythm that allowed everyone's voice to be heard with minimal grinding. We even found room for a bit of improvisation. After two or three solid takes, whoever was directing at the time would call "ham take". This was a green light for the actors to do whatever the fuck they wanted, provided that they stayed in character. These manic, hyperbolized takes made it into the final cut more often than not. The freedom to improvise and get crazy allowed us to squeeze the most out of every moment on camera and really have fun with it.

Doing a lot with a little, *Self Helpless* represents the new school of truly badass independent filmmaking. Never before has a comedy of this scale been accomplished on such a meager budget. The success of *Self Helpless* is due in no small part to the principle motivation behind the project: four regular guys having fun making the movie they wanted to see.

The Production of Self Helpless

Irreverent, crass, subtle in its own seductively hair-brained way, *Self Helpless* is not your standard indie flick. *Self Helpless* is a feature length comedy targeted at 18-30 year old guys, specifically college students. Written, directed, produced by and starring an ensemble of four—Patrick Simone, Patrick Cassidy, Andrick Deppmeyer, and Adam Jaroszewski—this movie exists as a wholly collaborative effort.

Not for the faint of heart, the production of *Self Helpless* was a year long hustle that at times forced us to get rogue with it. Forging filming permits, sleeping in Mexico City's squalor, making back alley deals for kilograms of "explosive powder", maxing out credit cards, straining our friendships, permanently borrowing equipment and food and whatever else, guzzling coffee 'til we crapped our pants, lying to machine-gun-totting federales, inducing insomnia through marathon editing sessions, and perhaps most daringly, keeping hopeful and focused every single day, in the face of the formidable odds that we would fail. Only through sheer will has this movie come to be.

Shot on location in Vermont, Mexico City, and San Cristobal de las Casas, Chiapas, Mexico, *Self Helpless* features an array of distinctive locations and an eclectic cast of Mexican and American supporting actors. Like many low-budget indies, *Self Helpless* was filmed in digital high definition and financed with credit cards and full time jobs. But the similarities end there. Its star-studded sound track, international locales, and group-based creation and direction set *Self Helpless* apart.

Contributing a number of songs to the soundtrack, nationally known Hip hop artist Devin the Dude also makes his hilarious acting debut as The Drake's weed dealer. Devin has collaborated with heavyweights such as Snoop Dog, Dr. Dre, and Lil' Wayne to name but a few. We are also proud to be featuring music from major label acts such as S.O.J.A., Spank Rock, Nortec Collective and Ska Cubano. All artists have contributed their music gratis in support of the movie.

Self Helpless is an indie comedy for regular movie fans, no tight jeans or velvet ropes required.

Self Helpless Distribution

Distribution Philosophy

Self Helpless will be released using a burgeoning distribution model that is uniquely tailored to its target audience. Our model is based on the belief that traditional distribution deals have little to offer a no-budget project with a team that is willing to put in some hard work.

Distribution Strategy

Investors look to create a diversified portfolio that contains a balance of secure, moderately risky, and high-risk/high reward investments. We are employing a similar distribution strategy with Self Helpless. Our media releases and tour will be our most secure methods of earning income and creating buzz. Our limited film festival submissions give us a shot at some industry exposure without putting all of our eggs in one basket. Our promo-cut submissions to various contacts are a very low-cost shot in the dark.

Release - We will be using a modified version of a the traditional staggered release. Our goal with the release is to make the movie easy to find and easy to purchase.

Stage 1: The web-blitz: Our website and social networking pages went live on October 1st, two weeks before the theatrical world premiere.

Stage 2: We will begin with a theatrical release on October 15th, 2009 in our hometown of Burlington, VT. Self Helpless' DVD and digital download release will follow approximately two weeks later. Our goal is to build some buzz, but not to make potential customers wait to buy the movie. DVDs will be sold at screenings, on amazon.com, and directly from our website. A digital version of the movie will be sold on iTunes. Donations will also be accepted on our website.

Stage 3: As soon as Self Helpless begins to appear on major bit torrent sites, a digital version will also be released for free download. This version of the movie will direct viewers to the official website and encourage them to support the movie by purchasing merchandise or making donations. We feel that since piracy is inevitable, the best strategy is to embrace this new type of exposure, and use it to drive traffic to our website.

Tour - The backbone of Self Helpless's promotion strategy is a screening tour. The tour will include as many art house theaters as possible, but will be mainly focused on screening on college campuses. Filmmaker Q and As after a screening have become an industry standard. We are reworking this model to include a live performance and audience participation component. Members of the cast will answer questions in a pseudo-improv comedy format with an emphasis on personifying the spirit of the movie. After the screening the cast will host a party or event where fans can interact and party with the crew. DVD and merchandise sales will provide a secondary source of tour income.

Social Networking – At this point, not representing your movie on Facebook, Twitter, Myspace, etc., is essentially suicide. For big studio films these sites act as nothing more than auxiliary web pages. However, as industry outsiders, perhaps the movie's greatest strength is the vast pre-established social network of the creators. This strength will be maximized by loading our sites with content, updating them daily, and connecting with fans through real-time responses from actual cast and crew members. Ours will be a much more concentrated and coordinated social networking push than movie fans are accustomed to.

Film Festivals – Our approach to film festivals is one of cautious optimism. We intend to screen at a minimum of 2 or 3 fests in order to gain the instant credibility that they can generate. Our festival premiere

will be at the Queens International Film Festival, November 12-15 NYC. We are only submitting to 12 carefully chosen festivals. These are festivals to which we have significant connections, or ones that have a philosophy or subcategory that fits our movie particularly well. As *Self Helpless* is a comedy aimed more at entertaining the movie-going public than conforming to the traditional indie film mold, we feel that film festivals are not our primary outlet for viewing.

Promotional Cut Submissions – We are sending out 200 promo-DVDs. These discs will be sent to approximately 60 industry contacts from major Hollywood actors and directors, to local film producers. We are distributing another large chunk of promo-discs to bloggers, reviewers, and journalists. Aware of the significant influence they can have, we are interested in cultivating relationships with bloggers and local journalists who know indie films and have the ear of indie fans. We feel that these relationships can have the best chance of generating solid press for the movie.