



BOOK PROPOSAL

*The Outsider's Guide to Filmmaking*

...and life in general

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# Overview

*The Outsider's Guide to Filmmaking...and life in general* is written through the lens of a self-taught filmmaker who “made it” in Hollywood using the power of positive relationships. After twenty years in the film industry, she returned to school to study the empirically-based research that supports successful organizations through positive leadership. Now she’s sharing everything she’s learned.

Written in a light, breezy way with language everyone can understand, this fun book opens the door to the worlds of filmmaking and flourishing previously kept closed to most of us.

Since its inception, elite Hollywood has enjoyed the benefits of privilege and prestige based in part because of the scarcity of resources (i.e., financing, information, labor, equipment). But filmmaking is not for a small few in select areas anymore. You do not have to live in New York or Los Angeles to be a filmmaker. You do not have to graduate from NYU or USC to be a filmmaker. You can be a filmmaker from anywhere!

How do I know this? Because I made a very successful career as a filmmaker from Baltimore. I would constantly get asked, why are you in NY or LA? Filmmaking, like adulting, is hard anywhere, but with the right attitude, a little discipline, and a lot of work, you can be anything from anywhere.

For twenty years now, I’ve had a front-row seat to what happens behind the scenes in Hollywood, and I’ve seen the best and worst this industry has to offer.

This book is a collection of small experiences and tips, backed by empirical research and intuition, that I have learned along the way of my (what I consider) a pretty functional and successful life. I am by no means perfect. I have plenty of flaws, some I admit to in this book. But I have a few steadfast and nonnegotiable rules that I have lived my life by—through good times and bad—that have worked for me over the long run, including gratitude, forgiveness, fairness, and emotional regulation.



The Outsider's Guide talks about what it takes to make a film or embark on any project that requires teams to come together, including trust, inclusion, quiet enabling, respectful engagement, relational energy, collaboration, mutuality, and the benefits of a nonzero-sum game.

This book is for anyone who has ever dreamed of becoming a filmmaker and those who are looking to be kinder, more effective leaders who get things done! Most importantly, we have fun doing it!!

## About the Author

Capella Fahoome is an experienced film producer deeply committed to empowering people to empower others. She has spent two decades practicing positive leadership based on intuition and experience and the last five years studying the science behind the success of positive relationships so she can share it with others to transform the way we do business in Hollywood and beyond.

She is dedicated to developing and coaching production leaders and producing independent films. She uses real-world experience combined with the latest research on behavior and human flourishing to coach producers and studio executives, speaks to organizations and universities, and administers assessments on emotional intelligence, communication preferences, and industry well-being. She is thrilled to find herself in a position to do what she loves for the industry that she loves.

Her previous films include *Don't Stop Believin': Everyman's Journey*, a feature-length documentary about the 80s band, Journey, and their new lead singer, Arnel Pineda. *Don't*



*Stop Believin'* premiered at Tribeca Film Festival and made an international premiere at the Dubai International Film Festival. The film was part of the American Film Showcase, a joint program of the Department of State's Bureau of Education and Cultural Affairs and the University of Southern California's School of Cinematic Arts. It was released in theaters and broadcasted on POV/Independent Lens on PBS, Netflix, and Amazon Prime. It is currently in development for a scripted feature.

*A Bunch of Amateurs* (2022), supported by IFP, Catapult Film Fund, and BFI, premiered at Sheffield DocFest, winning the Audience Award. *I'M FINE* (Thanks for Asking) is a feature narrative that premiered winning Special Jury Recognition at SXSW 2021 and the Audience Award at the Florida International Film Festival and is currently broadcasting domestically on BETH.er.

*Balloon Man* (2020) documents the life of the first African American master hot air balloon pilot; the film was featured at International Du Film Panafricain De Cannes, WorldFest Houston, and won Film of the Year at the Rhode Island Black Film Festival. Capella produced *Voices of the Sea* (2018), an intimate portrait of family life in a small fishing village on the southern coast of Cuba; the film was featured at the True/False Film Festival, the San Francisco Doc Festival, NYC Human Rights Watch Film Festival, and was broadcasted on POV/PBS. In 2017 Capella Executive Produced *Motherland*, earning a Sundance Special Jury Award for Commanding Vision; it was nominated for a Spirit Award and selected for the 47th Berlinale Forum.

Capella grew up in Detroit and attended Detroit Public Schools; she graduated from the University of Michigan with a B.A. in Psychology and then studied at the University of Pennsylvania, receiving her Master of Applied Positive Psychology and Master of Philosophy in Organizational Dynamics with a concentration in executive leadership and coaching.



# Target Audience

There are three audiences this book will reach.

This book is first for film students and established filmmakers. It is my intention to make this required reading in college film programs. When I speak to classes, I always hear the same feedback, “No one is talking to us about this kind of stuff.” It is time that we acknowledge the power of being human in our industry.

This book is also for leaders, producers, and studio executives that want very simple ways they can evolve from a transactional leader to a transformational leader through the powers of empathy, trust, collaboration, and playing non-zero-sum games.

Finally, this book is for people that need to laugh and read something inspirational, fun, and easy. Generation X and Millennials are looking for deeper meaning and a more eudaimonic, meaning the kind of happiness that comes through experience, way of life.

# Comparable Titles

“Write the book you would want to read.” Austin Kleon said that in his book, *Steal Like an Artist: 10 Things Nobody Told You About Being Creative*. Published by Workman Publishing Company in 2012. This book is the inspiration for *The Outsiders Guide*. The success of Kleon’s book confirmed that adults like to have fun too. The book is full of big letters, fun graphs, and child-like drawings and was a New York Times Bestseller. Today the book is



still very popular and relevant for many reasons that are also part of my concept, including:

A unique and memorable book title

Practical advice and tips for aspiring artists and creatives

Personal stories, insights, and clear and concise prompts

Easy to read with fun illustrations and visual aids

Multiple social media outlets to promote the book

Timeliness, both books were / will be released during a time of need in the industry

# Manuscript Specifications & Delivery

This book will be a square soft-covered 8x8 book printed in black on white. It will be approximately 200 pages and highly illustrated with fun fonts and graphics. We will offer 100 limited-edition hardback books in full color for our one-year anniversary of the original release date.



# Table of Contents

Introduction - It's All Part of the Journey

Chapter 1 – Power of the Narrative

Chapter 2 – The Obvious Stuff

Chapter 3 – When is Now!!!

Chapter 4 – Not the Traditional Path

Chapter 5 – This S%#T is Hard

Chapter 6 – Users, Fakers, & It Can't Be Done's

Chapter 7 – Can an Insider Still Be an Outsider?



LIFE CAN BE  
HARD.  
MAKING FILMS  
IS FUN!!!