

The Business of Making Our Movie, In a Nutshell

“If you don’t know where you are going, any path will get you there.”

We here at the ENEMY IN THE WHITE HOUSE team know where we are headed, and how to get there. When a film is matched to the right pathway, it moves, and gains momentum. That’s why it so critical to start with the end in mind. Thankfully our immensely talented multi-credited screenwriters wrote our screenplay masterfully to align with our business goals.

The success of an indie film starts in the script, a great story, sure, but always aimed at a defined audience, and positioned correctly. Distribution amplifies but positioning directs. When positioning is strong even limited distribution can create real momentum. Momentum is the name of the game.

A market ready independent film requires that it communicate its value through its concept. That is precisely why I need your pledge, to make our short film, a proof-of-concept film.

Our audience is well defined. Film enthusiasts, and 18- to 80-year-old democrats and independents. Especially independents voting in the midterms, and presidential elections in the key swing states. Examples of existing channels or groups aligned with what we are doing are a film discussion groups, political discussion groups, activist groups like “No King” podcasts too many to list, content creators now armed with their own studios, film festivals, streamers, foundations, brands (our product placements are already in the script), and even philanthropists. Our film isn’t just another project, it’s a story with the power to spark conversation, curiosity, and connection across audiences globally. This translates into wider financing, studio partnerships, and distribution relationships.

Our Hook

A tense political thriller, Enemy in the White House dives into the heart of modern democracy and power struggles, reflecting real-world tensions while keeping audiences on the edge of their seats.

How We Present Ourselves to Viewers

A frantic thriller, featuring a strong female lead, romantic tension, heart pounding action, and a timely uplifting message.

Our Tone

Deeply tense, frantic, clock ticking suspense, thriller vibes, high stakes action, and a deep dive into the quintessential modern-day question, few dare to ask. Will Americans fight on their own soil to restore their democracy? As the lights come up, and viewers leave the theater feeling good about being an American, their renewed feelings of hope, will overcome their doubt.