

THE PLAYBOOK

Sou 128 creen - turn your work into
documentary the world cites



Soul2Screen

THE PLAYBOOK · 2026

EVERYONE HAS A MOVIE IN THEM. WHAT'S YOURS?

The Documentary Authority Playbook

Why the next decade of thought leadership will be won on screen,
and how to stake your claim.

A field guide to building a documentary that compounds, without
chasing distribution deals, festivals, or six-figure budgets.

Patrick Gentempo · Amish Shah · Yanik Silver

CO-FOUNDERS OF SOUL2SCREEN

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WHAT'S INSIDE

Contents.

A field guide. Sections marked WORKSHEET are designed for you to fill in. Bring the completed worksheets to the live masterclass; we'll build on them together.

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WELCOME

Read this before you do anything else.

You're holding a 43-page playbook that, if you take it seriously, will change how you think about authority for the rest of your career. It will not teach you how to operate a camera. It will teach you something much more valuable: how the audience for thought-leader authority has migrated to screen, and how to make a documentary that compounds for the next decade instead of fading in a news cycle.

The three of us (Patrick, Amish, and Yanik) have built or run businesses that have produced over \$37M+ in combined documentary revenue, reached audiences in 190 countries, built email lists in the millions directly from documentary launches, and generated over \$100M in online sales across our various ventures. We're not guessing. We're writing this down so you can compress a decade of trial and error into a 90-minute outline.

"You don't need permission to make a documentary. You need a thesis worth filming."

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What you'll get out of this playbook

- Why documentary is the highest-leverage authority format of the next decade, with the data behind it.
- The Documentary Authority Model: a single framework that builds business and brand at the same time.
- The 3 documentary archetypes, with examples, and how to pick the one that fits your story.
- Two case studies (Revealed Films and The Natural Law) with what worked, what didn't, and what we'd do differently.
- An exact 90-minute outline you can fill in to leave with the spine of your film.
- The math on what a documentary costs the traditional way vs. the Soul2Screen way (and the bridge between them).



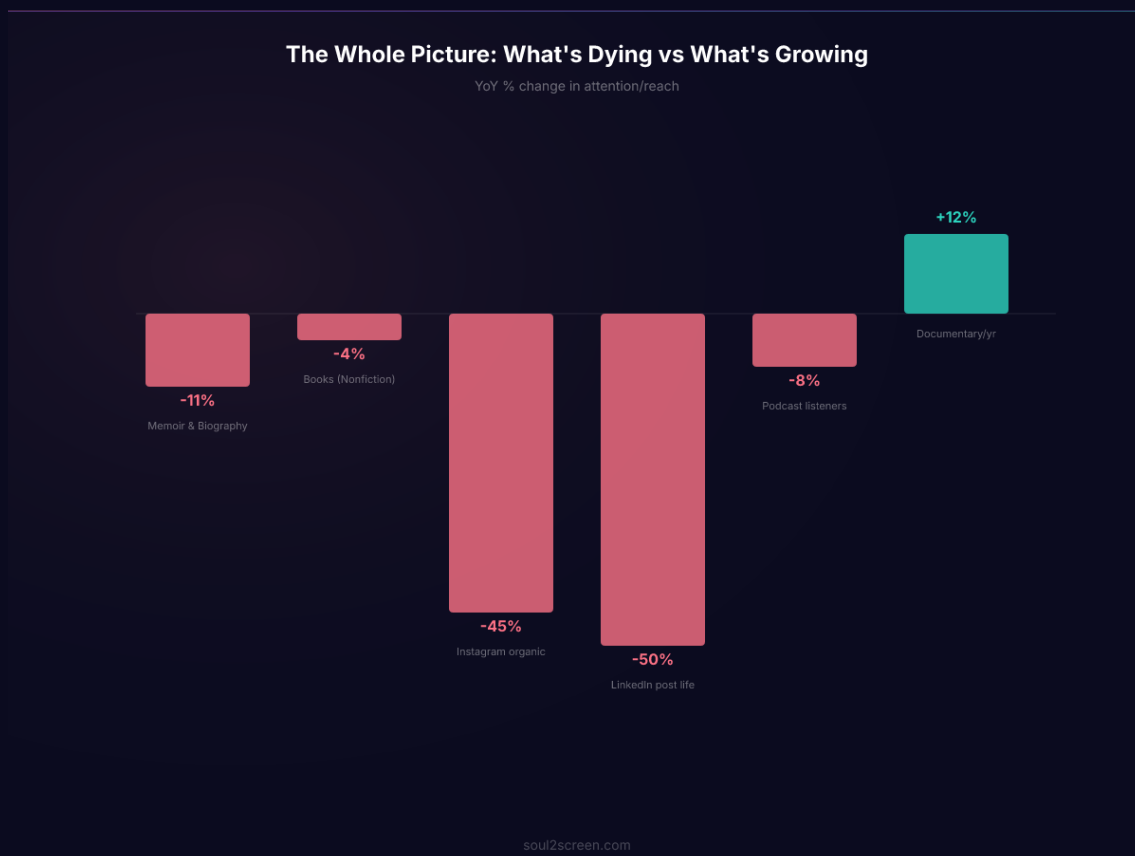
PART ONE

Why Now

PART ONE · 1.1

The Authority Crisis.

Every play in the thought-leader playbook has been overrun. The book launch is the most over-saturated channel in publishing history. Memoir and biography sales fell 10.7% in the first half of 2025 alone, and adult nonfiction fell 4% in 2024. Instagram organic reach is down roughly 45% year-over-year. LinkedIn post half-life is down 50%. Podcast median listenership is down 8% as the long tail saturates. The platforms that built thought-leader careers for the last fifteen years are not getting better. They are getting harder.



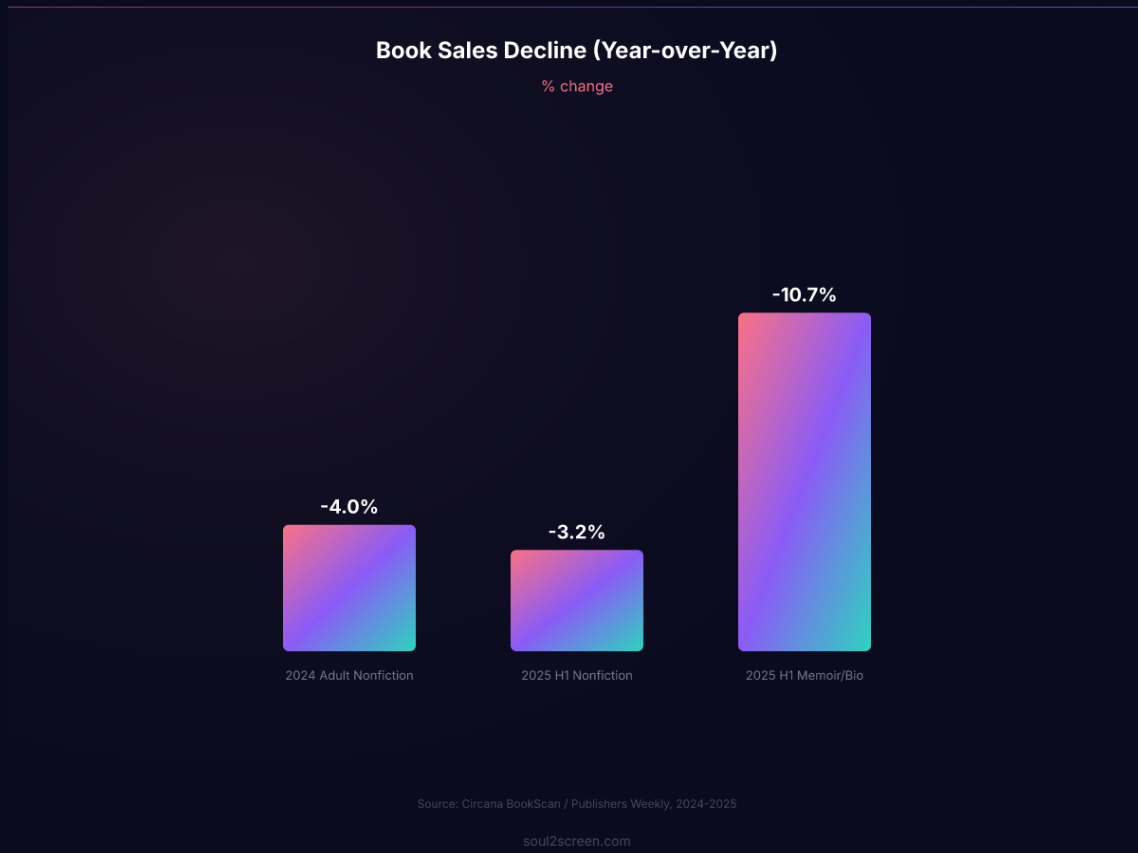
Year-over-year change in attention and reach across the major thought-leader channels. Only one is growing. Source: Circana BookScan, Hootsuite, LinkedIn, Edison Research, Nielsen.

Each of these channels still works for someone. But the math has changed. The audience's attention is fragmented across more platforms than ever, the cost to reach them has gone up, and the shelf life of a single piece of content has collapsed.

PART ONE · 1.2

Books still matter. Book authority doesn't.

Books absolutely still matter. All three of us are published authors. But book authority, the kind that used to launch keynote careers, doesn't work the way it used to. The number of new titles released annually has exploded, the average sell-through has collapsed, and AI-generated nonfiction is flooding Amazon at a rate the trade can't police.



Print sales decline across the two categories that built thought-leader careers. Source: Circana BookScan, 2024-2025 H1.

The audience that used to discover a thinker through a book now discovers them through a documentary. The format has more attention, more retention, and a longer half-life than any other piece of content a thought leader can produce.

PART ONE · 1.3

The Authority Math.

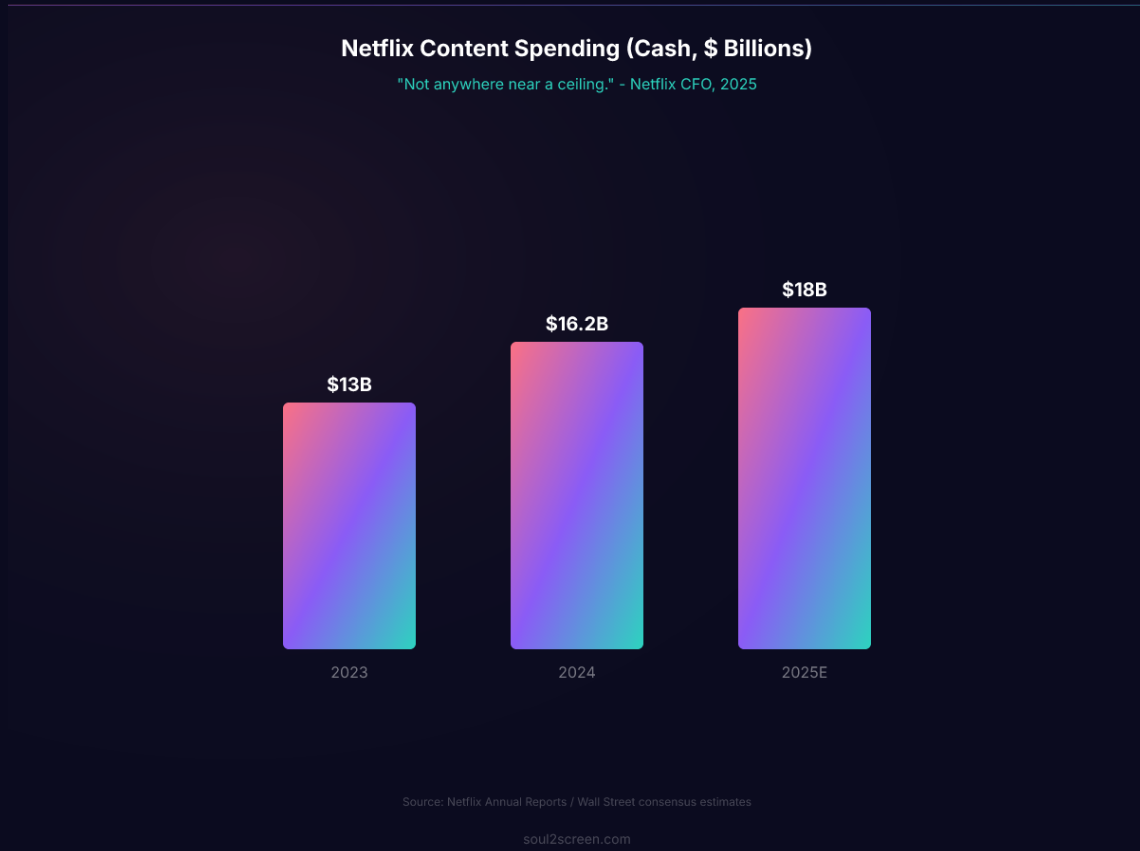
Let's do an apples-to-apples comparison of the four big thought-leader plays. Build time. Half-life. Re-use leverage. Authority delivered. The numbers below are pulled from our own launches and our peers' over the last five years.

ASSET	BUILD TIME	HALF-LIFE	AUTHORITY DELIVERED
Book	12-18 months	6 months on the shelf	Saturated. AI-written competition.
Keynote / talk	4-8 weeks per talk	Days	High in the room, low outside.
Podcast (host)	Ongoing weekly	Hours per episode	Cumulative but slow.
Documentary	6 weeks to 6 months	5-10 years	Highest. Compounds across channels.

A documentary, properly built, is not a content asset. It's a brand asset. It's closer to a logo or a flagship product than a piece of content. People reference it for years.

PART ONE · 1.4

The platforms are paying. The audience is watching.

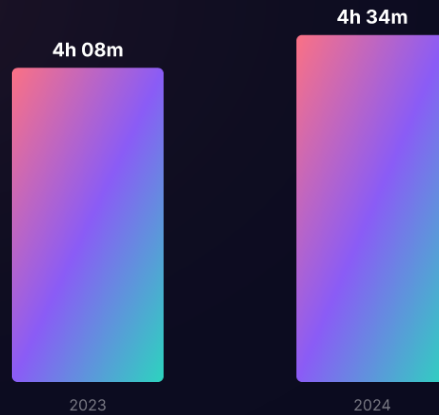


Netflix content spend is well above \$18B annually and still climbing. "Not anywhere near a ceiling." \u2014 Netflix CFO, 2025 Q3 letter to shareholders.



Documentary Viewing per Streaming Subscriber (hours/month)

Across Netflix, Disney+, Prime Video & Max



Source: Nielsen Streaming Content Ratings, 2023-2024

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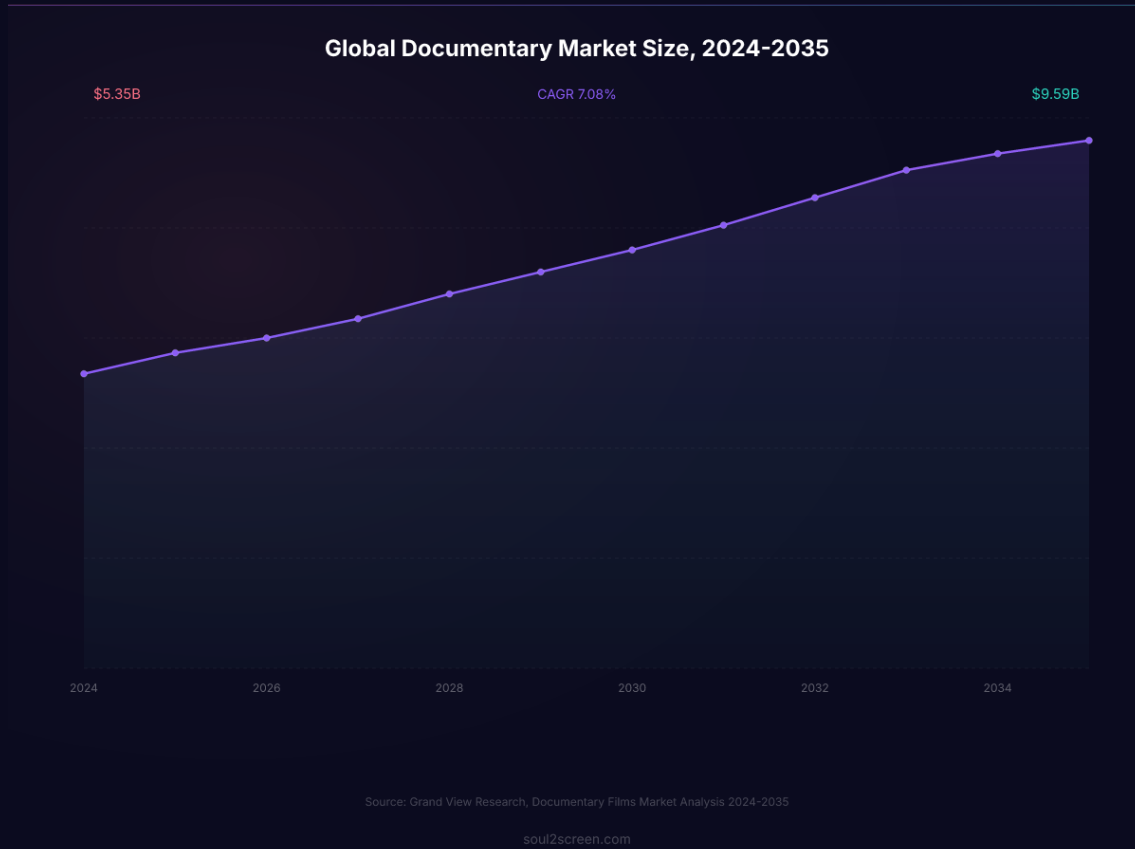
Documentary viewing per streaming subscriber has grown by over five hours per year, outpacing every other long-form category. Source: Nielsen / streaming-platform disclosures.



A new era is loading. Every legacy thought-leader format is in retreat; documentary is the only one climbing.

PART ONE · 1.5

The window is open. For now.



Global documentary market: \$5.35B in 2024 to \$9.59B by 2035. 7.08% CAGR. Source: Astute Analytica & Market.us, 2024-2025.

You no longer need a distribution deal to reach an audience. Owned email, paid acquisition, and creator-led affiliate networks now deliver more reliable launches than the legacy theatrical or festival path. The market is open, the audience is watching, and the format has more pricing power than any other content asset a thought leader can produce.

The platforms are paying. The audience is watching. The format converts. Anyone with a thesis worth defending should be in this game.



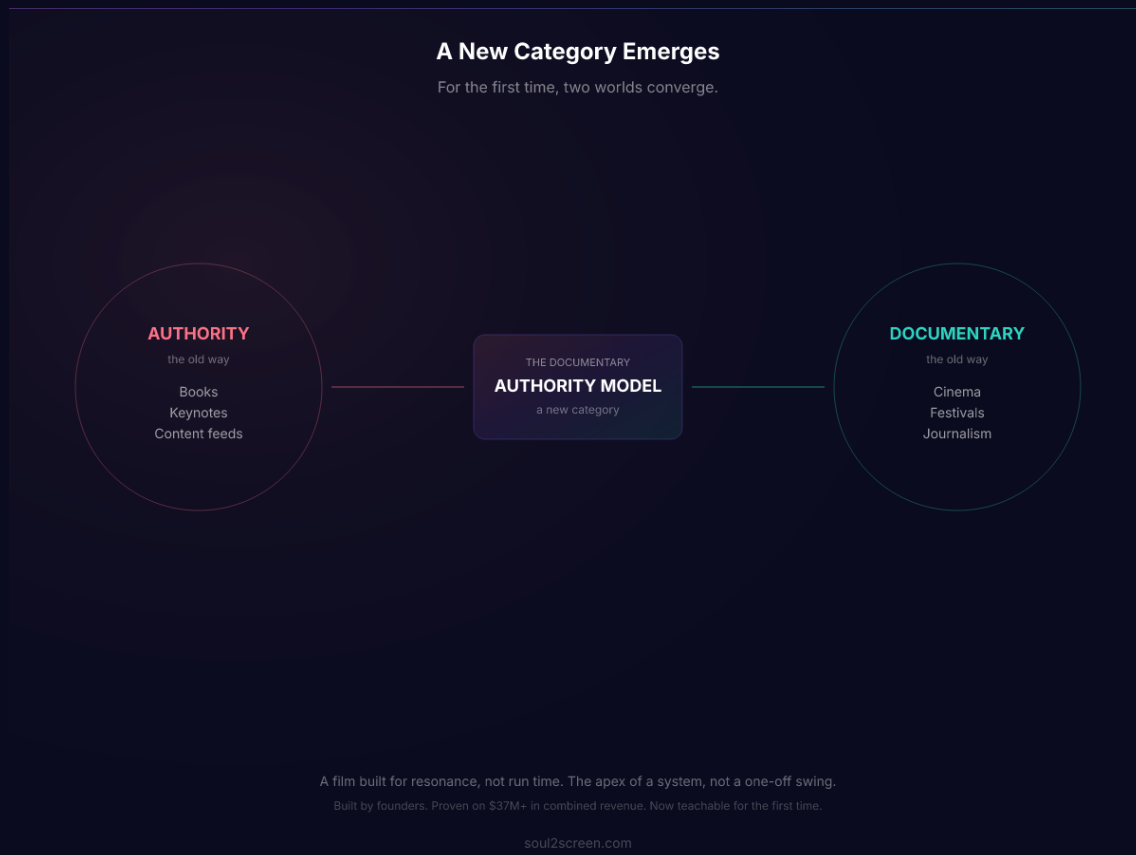
PART TWO

A New Category

PART TWO · 2.1

A new category emerges.

For decades, "documentary" lived in one box: entertainment, cinema, festivals, long-form journalism. And "authority" lived in another box entirely: books, keynotes, podcasts, courses. The two worlds rarely met. We're naming the bridge.

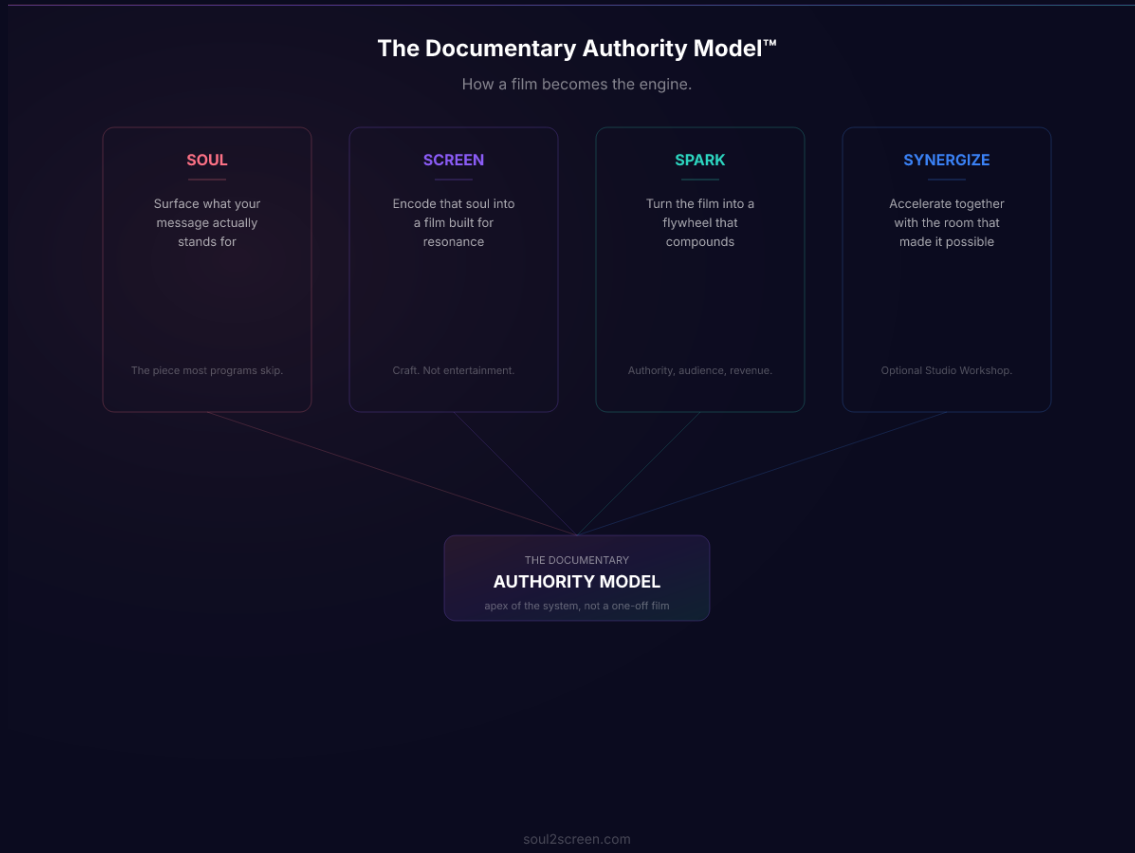


The Documentary Authority Model sits at the intersection of two industries that have lived apart for fifty years.

The Documentary Authority Model is a film built on purpose, for a message, a movement, and a market that matters. Not a vanity project. Not a festival play. A film that is the apex of an authority system, designed to compound for the decade after it launches.

PART TWO · 2.2

Soul 'Screen 'Spark.



The model in one diagram. Soul drives the thesis. Screen turns the thesis into film. Spark turns the film into a business engine. All three converge on a single documentary that becomes the spine of your authority for the next decade.

The three phases

- **Soul.** Extract what you actually believe. The thesis becomes the spine of everything that follows. Most filmmakers skip this step and spend years confused about why their film isn't landing.
- **Screen.** Translate that thesis into a film: storyboard, brand guide, trailer script, production plan, and a budget that doesn't require a studio.
- **Spark.** Turn the finished film into book deals, keynote stages, podcast tours, pitch decks, and an audience that compounds for the next decade. This is the phase most filmmakers ignore. It's also where most of the revenue lives.

PART TWO · 2.3

Why documentary outperforms everything else.

A blog post is read in three minutes and forgotten in five. A documentary anchors authority for the next decade. The leverage isn't close. We've worked across every authority format: books, podcasts, keynotes, courses, summits. None of them compound like documentary.

A documentary is the only format that simultaneously: (a) earns you on-screen authority that no other format can match, (b) compresses years of expertise into a single emotional arc, (c) opens doors to media, partnerships, and capital that were previously closed, and (d) keeps working for you long after launch week.

"A film built for resonance, not run time. The apex of a system, not a one-off swing."

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PART THREE

The 3 Archetypes

PART THREE · 3.0

The three documentary archetypes.

Every successful authority-driven documentary fits into one of three archetypes. Pick the wrong one for your story and you'll spend years confused about why your film isn't landing. Pick the right one and the structure is half-built before you start shooting.



Three doors. Three distinct paths into documentary authority. Pick the wrong one for your story and the film stalls; pick the right one and it carries you for a decade.



The three archetypes mapped against story shape and business outcome.

Most great thought-leader documentaries blend two archetypes, but always with one as the spine. The next three pages break down each archetype with examples and the kind of thought leader who fits best.

ARCHETYPE 1

The Paradigm.

A film about a new thought or understanding.

The Paradigm documentary is built around a thesis. The protagonist is the idea. The audience walks in believing one thing about a topic and walks out believing something different. Most of the highest-grossing thought-leader documentaries of the last decade are Paradigm films.

Examples

- The Game Changers (plant-based athletic performance)
- What the Health (food and chronic disease)
- Heal (mind-body medicine)
- The Social Dilemma (tech and attention)

Best fit for

- Researchers, doctors, and scientists with a counter-paradigm.
- Founders building a category-defining product.
- Thought leaders with a frame the mainstream hasn't caught up to.

Common failure mode

Trying to teach too many ideas at once. A Paradigm film is built around ONE shift. If you can't state your thesis in one sentence, you're not ready to shoot.

ARCHETYPE 2

The Person.

A film about an expert.

The Person documentary makes a single human being the protagonist: a founder, a doctor, a coach, an athlete, an artist. The audience leaves feeling they know that person, and trust the work they do deeply enough to follow them off the platform.

Examples

- Stutz (Phil Stutz and his therapy framework)
- The Last Dance (Michael Jordan and the dynasty Bulls)
- Jiro Dreams of Sushi (Jiro Ono and the craft of sushi)
- Won't You Be My Neighbor? (Fred Rogers)

Best fit for

- Coaches, healers, and consultants whose method IS their personal practice.
- Founders with a strong personal brand and a backstory that earned the work.
- Speakers and authors who want their audience to know them as a person, not a body of work.

Common failure mode

Making the film about the credentials instead of the person. Person films work when the audience falls in love with the protagonist as a human, not when they admire them from a distance.

ARCHETYPE 3

The Process.

A film about a product or method.

The Process documentary takes an audience inside the craft, the method, or the product. It shows how something is made, why it matters, and what changes for the people who use it. The audience leaves wanting to engage the process for themselves.

Examples

- Chef's Table (the craft behind world-class restaurants)
- Abstract: The Art of Design (the design process of leading creators)
- How To with John Wilson (process documentary as personal essay)
- Indie Game: The Movie (the making of a creative product)

Best fit for

- Founders with a category-defining product or workflow.
- Educators, course-creators, and curriculum designers.
- Operators whose differentiation is how the work gets done.

Common failure mode

Making it a tutorial. Process films work when the audience sees the soul behind the steps, the why behind the what. A how-to video and a Process documentary are not the same asset.

WORKSHEET · YOUR ARCHETYPE

Your archetype, in your words.

Fill in only the archetype that fits your story. Bring this playbook with you to the live masterclass. These lines become the spine of your film's thesis.

Archetype 1: Paradigm (a new thought or understanding)

The dominant belief in my field I want to shift: _____

The new lens I'm offering in its place: _____

The evidence, case, or story that proves the shift: _____

Archetype 2: Person (a film about an expert)

The expertise I've built that the world hasn't fully seen: _____

The defining moment that made me the person to tell this story: _____

The audience whose lives I'm most equipped to change: _____

Archetype 3: Process (a product or method)

The method, framework, or product the film is built around: _____

The transformation it produces for the user / customer / audience: _____

The first three steps of the process I want to teach on screen: _____



PART FOUR

Two Real Case Studies

PART FOUR · CASE STUDY 1

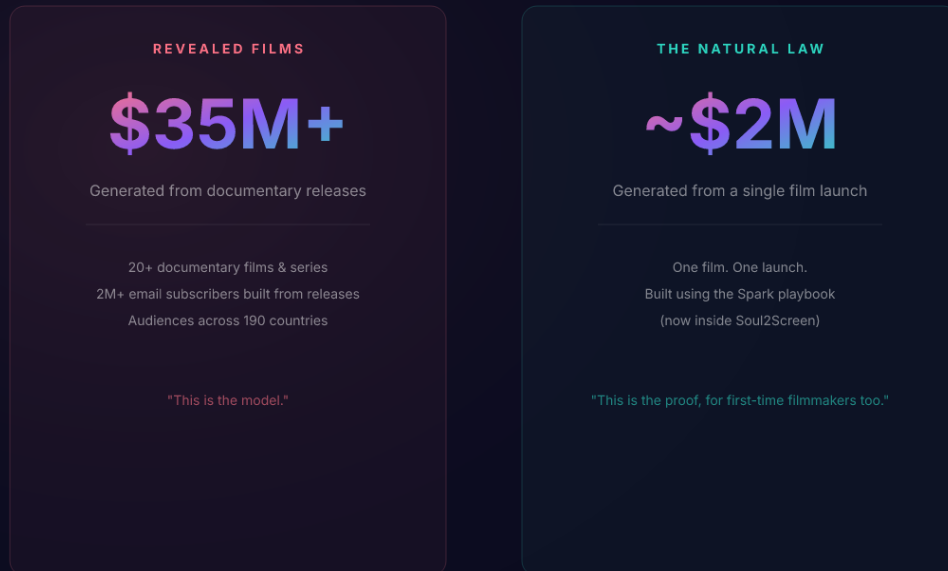
Revealed Films: building a \$35M+ niche-audience empire.

Revealed Films was co-founded by Patrick Gentempo with Laurie Gentempo and Jeff Hays. Between 2017 and 2022, the company produced eighteen documentary series in the health and freedom niche, and built an email list of over two million people from documentary launches alone. The company was acquired in 2022 by a publicly-traded company.

What worked

- Every release used the same launch architecture: free streaming week, paid pre-orders, follow-on series.
- Niches over genres. Each documentary owned a specific viewer problem (autism, vaccines, sovereignty, longevity, etc.) rather than competing for "general documentary audience."
- Email-list-first distribution. Owned audience beats rented audience every time. The list became the moat.
- The Paradigm archetype, every time. Each film named a new way of seeing something already entrenched.
- Affiliate distribution at scale. Partners drove a meaningful share of every launch.

Two Proven Playbooks, Inside Soul2Screen



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Selected release results across the Revealed Films and Natural Law catalogs. The model compounded. Each launch built the list, which made the next launch bigger.

\$35M+ in revenue. 2M+ email list. 18 documentary series. All without a single theatrical deal, just owned audience and an authority-first launch architecture.

What we'd do differently

- Build the post-launch monetization architecture (membership, certifications, in-person events) at the same time as the film, not after.
- Recruit the affiliate partner list 90 days before the launch, not 30.
- Invest in production design earlier; the first three series under-converted on visual identity alone.

PART FOUR · CASE STUDY 2

The Natural Law: a single film that triggered a 6-figure book deal.

Amish Shah directed and produced *The Natural Law*, a documentary on ancient principles applied to modern life. Released in 2023, the film generated multi-million-dollar lifetime revenue, reached audiences across 190 countries, built a 110,000-person email list off the launch, grew Instagram to 300K, and triggered a six-figure book advance from a major publisher with the book release scheduled for January 2027.

What worked

- The Person archetype. Amish walked the journey on camera. The audience walked it with him.
- Marketing-first production. The trailer, sales page, and audience-warming sequence were designed before the first day of shooting.
- Inverse media flywheel. The film opened the book deal, the keynote stages, and the podcast tour, not the other way around.
- Authority compounding. Two years post-release the film is still generating leads, partnerships, and revenue every month.

The inverse book deal

Conventional wisdom says: write the book first, then maybe make the documentary later if the book takes off. The Soul2Screen path runs the other way around. Amish made the film, then walked into a publisher with the film as proof of concept. The publisher didn't have to imagine a market for the book. They could measure one. The advance reflected that.



PART FIVE

Hard-Won Lessons



PART FIVE \U00B7 PATRICK

Patrick Gentempo

Five lessons from 18 documentary launches.

Distilled from co-founding Revealed Films and producing eighteen documentary series in a single niche. Some of these cost us seven figures to learn.

1. The list is the moat.

We spent the first three years thinking distribution was the hard part. It isn't. The hard part is owning the audience you serve so you don't have to rent it twice. Every dollar we spent on acquisition fed the email list first and the launch second. The list compounded for a decade.

2. Niche is leverage. Genre is friction.

The films that worked were never "documentary about health." They were "documentary about autism for parents who feel unheard," or "documentary about cancer for caregivers who've been told there's nothing left to try." Pick a specific human with a specific problem. The market rewards it.

3. The post-launch architecture earns more than the launch.

Memberships, certifications, in-person events, content libraries, paid communities. The launch week revenue is the trailer for what the back-end can do. We left tens of millions on the table by building this too late on our first six series.



On set at the Revealed Films production studio. Eighteen documentary series start with the same rig.

4. The trailer is the film.

If the trailer doesn't hit, the full film won't save you. We learned to cut the trailer before we shot the film and let it shape the production schedule. Trailer-first production discipline raised our launch conversion by 3x.

5. Authority compounds, attention doesn't.

The audience that found us through one film bought from us for ten years. The audience that found us through a viral clip never bought once. Documentary builds the kind of trust that survives algorithm changes. That's the entire game.



PART FIVE \U00B7 AMISH

Amish Shah

The Inverse Book Deal, in detail.

The single highest-leverage move I made with The Natural Law was refusing to write the book first. Here is exactly how the mechanic worked, and why it's available to most thought leaders who think they need to publish to be taken seriously.

Step 1: Make the film. Don't pitch a book.

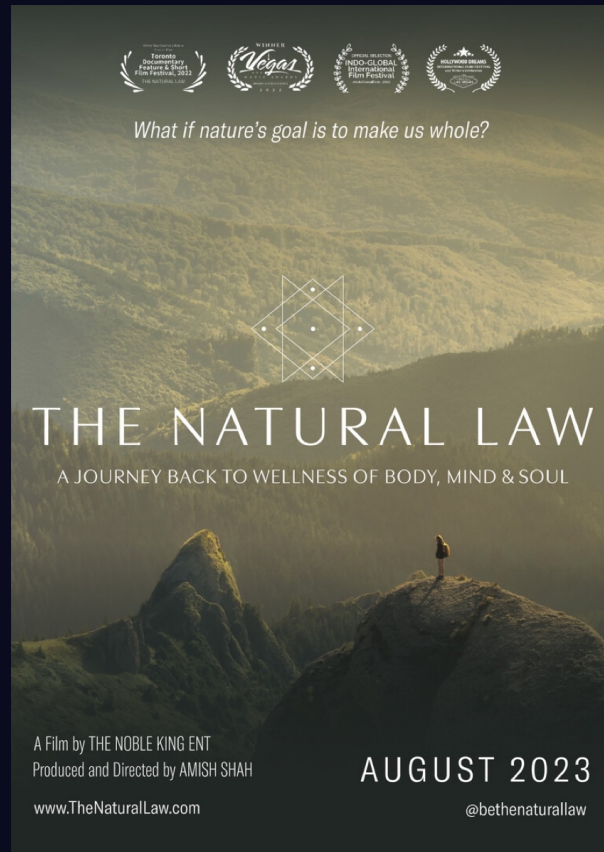
Publishers say no to manuscripts because they have to imagine a market for a book that doesn't exist yet. A finished documentary with audience data is not a manuscript. It's proof of concept. Publishers do not have to imagine. They can measure.

Step 2: Build the audience the film deserves.

The Natural Law launched to 110,000 email subscribers and grew Instagram to 300K off the launch period. Those numbers became the only slide in the publisher meeting that actually mattered. The film was the credential. The audience was the leverage.

Step 3: Walk in with a finished asset.

Most authors walk into a publisher with a proposal. I walked in with a film, a 110K email list, 300K Instagram, 190 countries reached, and a sales page with conversion data. The publisher didn't evaluate the idea. They evaluated the market.



The Natural Law (2023). The finished asset I walked into the publisher meeting with.

Step 4: Negotiate from the position the film built.

The book advance reflected the market the film had already measured. A six-figure advance from a major publisher, with the book release scheduled for January 2027, anchored to a film that's still generating revenue every month.

If you've been told you need a book to be taken seriously, here's the actual play: build the film, build the audience, and let the publisher come to you. Most authors who try this never go back to the old way.



PART FIVE \U00B7 YANIK

Yanik Silver

What 70,000+ affiliates taught me about audience-driven launches.

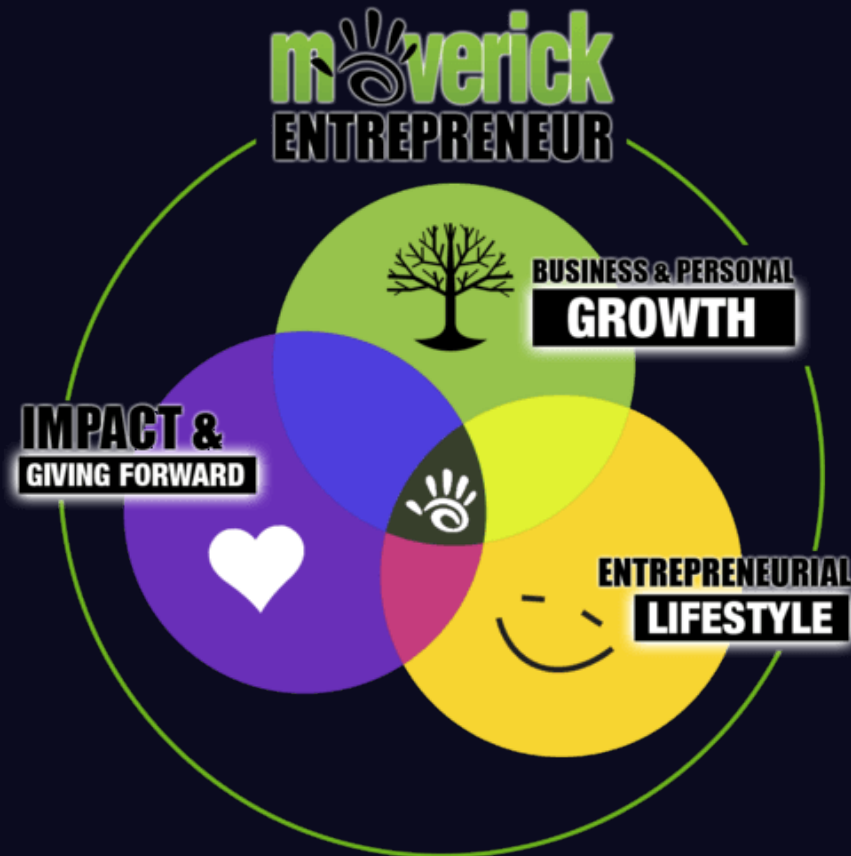
I spent twenty years running the Underground Seminar and Maverick1000 before I touched documentary. Here is what transferred when I did, and what the Soul2Screen team gets right that most filmmakers never figure out.

1. The launch is an event, not a product release.

The thought-leader documentaries that broke through over the last decade were treated like an event the audience HAD to participate in, not a piece of content they could catch later. Premieres. Free streaming windows. Live Q&As with the filmmaker. Limited-time bonus access. The format matters less than the urgency.

2. The affiliate is the marketing channel that still works.

Paid social keeps getting harder. Owned email keeps shrinking in deliverability. Affiliate-driven distribution (someone with authority telling THEIR audience to watch your film) is the one channel that's gotten cheaper and more effective for authority films, not less. We built the entire Underground Seminar on it; the documentary launches use the same engine.



The Maverick Entrepreneur framework. Twenty years of audience-driven launches refined into one Venn.

3. Make the affiliate's job zero work.

Send them swipe copy, social images, a trailer, a thumbnail, and a single tracking link. The friction between "I love this film" and "I told my audience to watch it" is what separates a 50-affiliate launch from a 5,000-affiliate launch. Sweat that detail.

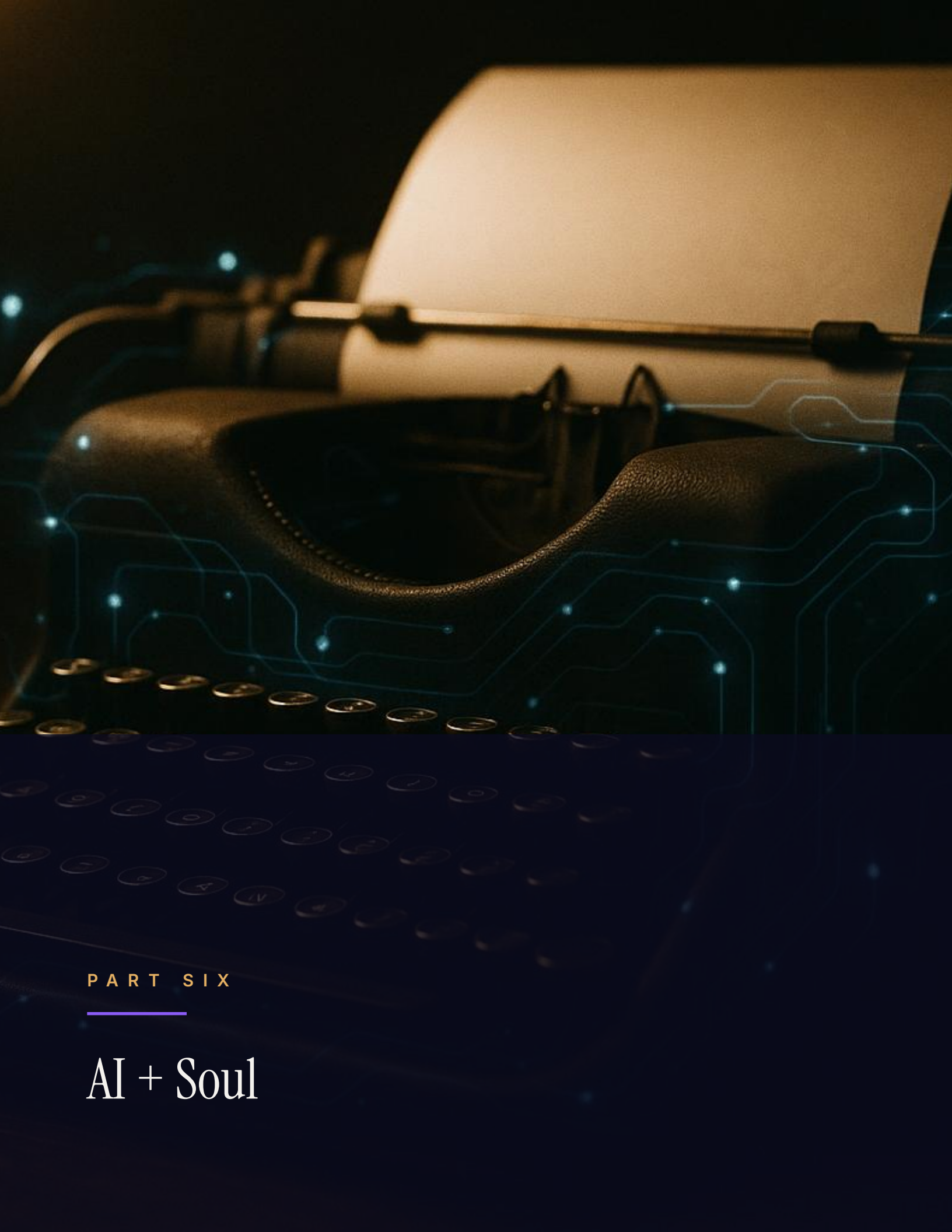
4. The closing window does the work.

Open the doors for a finite window, then close them. Audiences that have all the time in the world to decide never decide. Our biggest launches all had hard close dates and pre-built objection-handling sequences for the final 72 hours.

5. The room of the right people is worth more than the audience of the wrong ones.



I've hosted gatherings of 50 founders on Necker Island that produced more lifetime revenue than mailing lists in the hundreds of thousands. Build the small room. Documentary lets you build it at scale, because the people who self-select into a 90-minute thought-leader film are exactly the people you want at the table.



PART SIX

AI + Soul

PART SIX · THE ENGINE

What AI does for you, and what only you can do.

The single biggest mistake we see modern filmmakers make is treating AI as a replacement for taste, point of view, and personal truth. AI doesn't know what you stand for. It can't feel the twenty years of expertise you're trying to compress into a single film. It will never replace your soul.

But AI is shockingly good at the rest: the parts of production that slow you down, drain your budget, and bury your film before it launches.

What AI is great at

- Generating storyboards, brand guides, and trailer scripts in minutes instead of weeks.
- Building pitch decks, festival applications, sponsorship outreach, and grant narratives at scale.
- Writing the websites, social posts, and email sequences that turn the launch into a flywheel.
- Doing the spreadsheet work (budgets, schedules, contracts, deliverables) that nobody actually wants to do.

What only you can do

- Decide what the film is actually about. The thesis. The point of view. The stand.
- Show up on camera with the truth of your experience. AI doesn't have lived experience. You do.
- Carry the relationships (with subjects, partners, audience) that turn a film into an authority engine.
- Hold the line on craft, taste, and integrity through every stage of production.

Soul2Screen is built on this division of labor. AI does the heavy lifting. You bring the soul. The platform is shockingly fast at the work no human wants to do, and stays out of the way for the work only you can do.

PART SIX · THE MATH

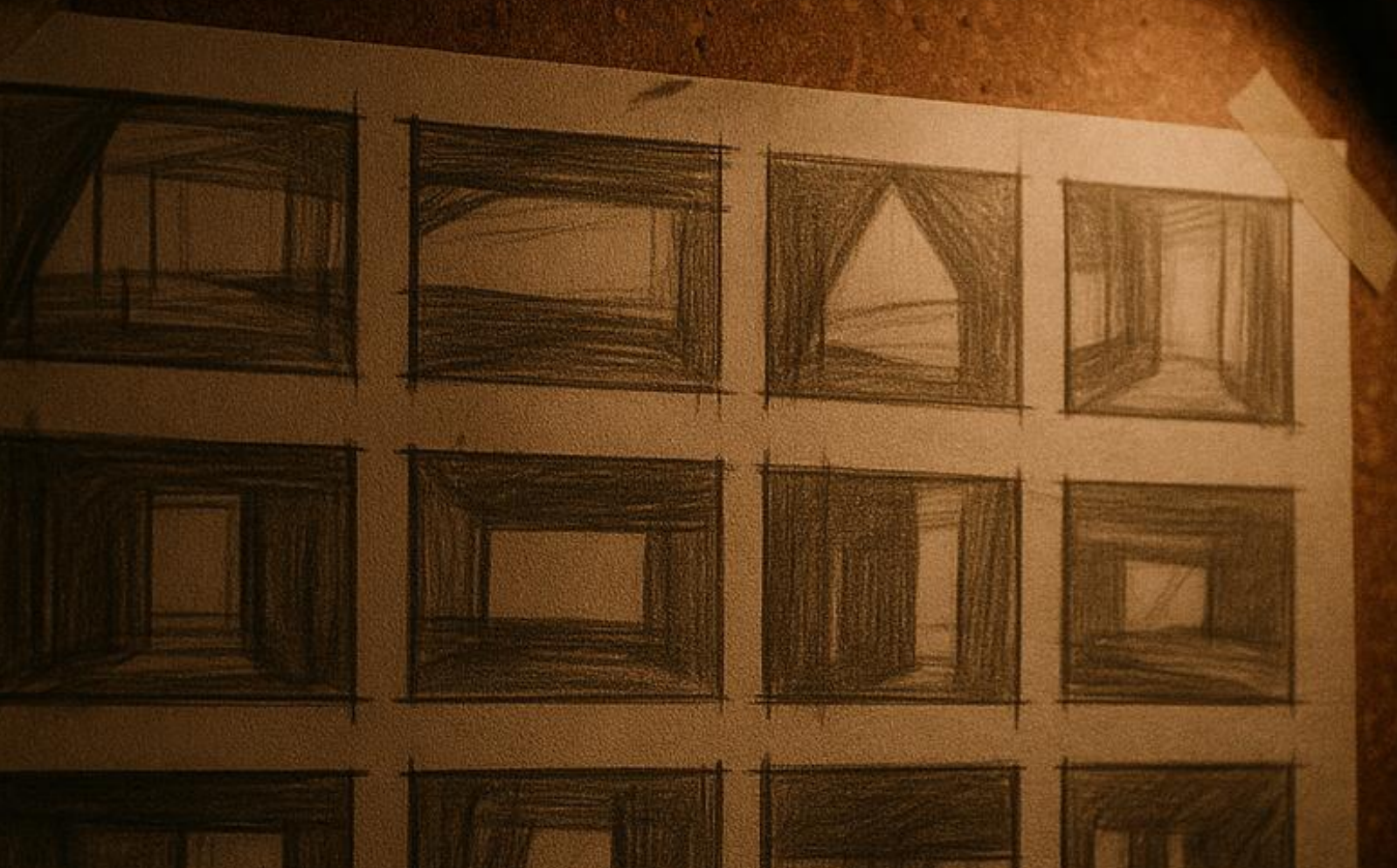
The traditional path vs. the Soul2Screen path.

A traditional documentary built the old way is a six-figure project. Below is the typical cost stack for a single feature-length authority documentary made the traditional way. We've been on both sides of this table.

TRADITIONAL COST	LOW	HIGH
Producer	\$60K	\$150K
Director of Photography (multi-day shoot)	\$15K	\$40K
Editor	\$25K	\$80K
Story consultant	\$10K	\$30K
Brand identity & visual design	\$8K	\$25K
Pitch deck & sponsor materials	\$5K	\$15K
Marketing site, sales page, launch funnel	\$10K	\$40K
Distribution / festival strategy	\$10K	\$40K

Total consultant-grade value, if you bought each of these separately from agencies and freelancers: roughly \$34,500 on the low end, well over \$400K on the high end. Time, on the traditional path: 12 to 24 months.

There is a faster path. The one we walk through live in the masterclass collapses the cost curve and the timeline by an order of magnitude, without sacrificing the deliverable list. You bring the soul; the system builds the spine. We'll show you exactly how.



PART SEVEN

The Outline

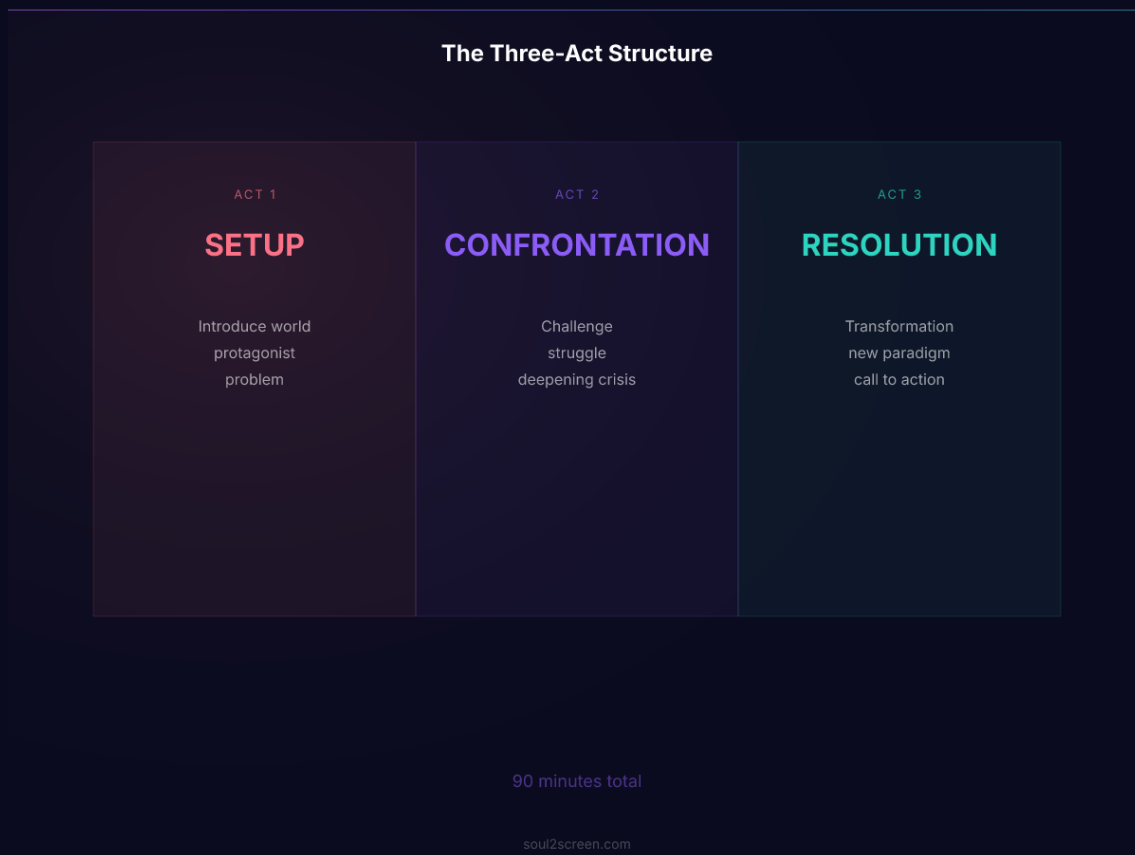
PART SEVEN · THE 90-MINUTE OUTLINE

You have an archetype. Now we build the skeleton.

Spend 30 to 60 minutes with the next four worksheets. Don't try to write a film. Write a skeleton. What you produce will not be perfect, but it will be the spine of your film, and you'll bring it with you to the live masterclass.

The four worksheets

- **Worksheet 1.** Your Thesis. The one sentence everything else hangs from.
- **Worksheet 2.** Your Three Acts. The shape of the journey.
- **Worksheet 3.** Your Five-to-Seven Key Moments. The beats the audience will remember.
- **Worksheet 4.** Your Cast. The faces the audience attaches the ideas to.



The three-act spine. Act 1 sets the stakes. Act 2 raises them. Act 3 resolves and points forward. Every successful authority documentary uses some variation of this shape.



WORKSHEET 1 · YOUR THESIS

Your thesis, in one sentence.

If your audience could only walk away with ONE idea after watching your documentary, what would it be? Write a first draft, then stress-test it with the next four prompts.

First-draft thesis

Stress tests

What dominant belief does this thesis push back against?

What evidence have I personally collected that proves it?

What does the audience get to do differently after they accept it?

What would have to be true for the thesis to be wrong?

Refined thesis (after stress test)

WORKSHEET 2 · THREE ACTS

Your three acts.

Every documentary sits inside a three-act structure, no matter the archetype. Fill in the central question for each act and the turn that ends it.

Act 1 · Setup (introduce world, protagonist, problem)

Opening hook (first 30 seconds): _____

Central question of the film: _____

The turn that ends Act 1 and pulls the audience into Act 2: _____

Act 2 · Confrontation (challenge, struggle, deepening crisis)

The core conflict / obstacle: _____

The mid-point reveal that changes the stakes: _____

The turn that ends Act 2 and forces resolution: _____

Act 3 · Resolution (transformation, new paradigm, call to action)

What changes (in the protagonist, the audience, or the world): _____

The closing image / scene: _____

The call to action that the audience leaves with: _____

WORKSHEET 3 · KEY MOMENTS

Your five-to-seven key moments.

A documentary is remembered for five to seven moments, not for its arguments. Identify yours now and the rest of the production becomes scaffolding around them.

Moment 1: _____

Moment 2: _____

Moment 3: _____

Moment 4: _____

Moment 5: _____

Moment 6 (optional): _____

Moment 7 (optional): _____

Quality check

- Is each moment a SCENE (place, people, action), not a topic?
- Does at least one moment land in each act?
- Would each moment work as a 60-second trailer clip on its own?

WORKSHEET 4 · CAST

Your cast.

Documentaries die without people. Even Paradigm films. Even Process films. The audience needs faces to attach the ideas to.

The protagonist

Who carries the story (often you, sometimes a subject): _____

Why this person, why this story, why now: _____

Expert voices (3-5)

Expert 1: _____

Expert 2: _____

Expert 3: _____

Expert 4 (optional): _____

Expert 5 (optional): _____

Audience voices

One person whose life has changed because of the thesis: _____

One skeptic who came around (and is willing to be on camera): _____

WORKSHEET 5 · AUDIENCE AVATAR

Your audience, in one specific human.

Don't describe a demographic. Describe ONE person. The documentary either pulls them in or it doesn't. If you can't see this person clearly, the audience won't see themselves in your film.

Their name (real or composite): _____

Their age, role, and one defining detail: _____

The problem they wake up thinking about: _____

What they've already tried that didn't work: _____

What they'd say if they could put words to the frustration: _____

The exact moment in the film that would make them lean forward: _____

What changes for them after the credits roll: _____

What they'd tell a friend about your film: _____

If you can't finish this worksheet, the film won't land. If you can, the rest of production becomes a series of decisions in service of this one specific human.

WORKSHEET 6 · AUTHORITY STACK

What does this film unlock?

A documentary is not just a documentary. It's the keystone asset in a portfolio of authority outcomes that compound off each other. Map yours below. Pick the ones that excite you most; ignore the rest.

The film opens the door to

The book deal I want (publisher / topic / advance range): _____

The keynote circuit I want to be on (conferences / fees): _____

The podcast tour I want to do (top 10 shows to land): _____

The board / advisory / partnership I want to win: _____

The product, course, or program I want to launch alongside: _____

The film also delivers

The email list size I want to grow to in the next 12 months: _____

The social platform I want to dominate post-launch: _____

The new media / press placements I want to land: _____

The premium clients / customers I want the film to attract: _____

The compounding effect

What does my business / brand look like 12 months after launch: _____

What does it look like 36 months after launch: _____

WORKSHEET 7 · PRE-MASTERCLASS CHECKLIST

What to bring to the live session.

The more of this you complete before the masterclass, the more the 90 minutes will be worth to you. None of this is required. All of it compounds.

Before the call

- Read the Welcome and Part One. Get the market reality clear in your head.
- Pick your archetype (Worksheet 4 in Part Three). Commit to it for the call.
- Fill in Worksheet 1 (Thesis) in one sentence. Don't over-polish.
- Fill in Worksheet 5 (Audience Avatar). One specific human.
- Sketch your three acts in Worksheet 2. Just the bones.

What to have on hand during the session

- This playbook (digital or printed, with your worksheets filled in).
- A blank document for notes. We move fast.
- One question you most want answered (you'll get a chance to drop it in the live chat).
- A quiet space. The session is 90 focused minutes; we keep it that tight on purpose.

After the call

- Refine the worksheets based on what you heard. The thinking shifts in real time during the session.
- Watch the replay if you want to go deeper on any segment.
- Decide your next move within 48 hours. Momentum is the asset.

Bring even half of this list, and you'll leave the session with more direction than most filmmakers get in a year of solo work. That's the whole point.

THE LIVE MASTERCLASS

What you'll learn in the live session.

When you grab this playbook, your seat is reserved for the free 90-minute live masterclass with all three co-founders. The worksheets you filled out are your ticket in; bring them and we'll build on them together, live.

90 live minutes with all three founders. Patrick, Amish, and Yanik on one call, walking you through the Documentary Authority Model with the same frameworks behind \$37M+ in combined documentary revenue.

What we cover, live

- **The Archetype Decision Tree.** The exact set of questions we walk every prospective filmmaker through to land on the right archetype (Paradigm, Person, or Process) for their story. Most people pick the wrong one and waste a year.
- **A live breakdown of The Natural Law launch.** The trailer, the email sequence, the affiliate engine, the inverse book deal. What worked, what didn't, and what we'd do differently with the tools available today.
- **The marketing-first production order.** The single biggest reason most independent documentaries fail is building the film first and the audience second. We show you the production order that flips the math.
- **Live Q&A on your worksheets.** Bring the worksheets you filled out in this playbook. We stress-test theses, three-act structures, and cast lists in real time on the call.
- **The Spark Playbook.** The post-launch monetization architecture nobody teaches: book deals, keynote stages, podcast tours, sponsorships, certifications. Where most of the revenue actually lives.

SAVE YOUR SEAT

soul2screen.com/godoc

Free to register. We cap each session to keep the room small.



PART EIGHT

Appendix

PART EIGHT · A YEAR FROM NOW

What does this look like in 12 months?

Sit with this for a minute. It's twelve months from today. You've made the film. The launch has happened. The worksheets you filled out in this playbook are no longer hypothetical; they're the spine of a finished asset that lives on the internet under your name forever.

Here's what changes

- **The cold inbox warms up.** You start getting messages from people who watched your film and want to talk: prospective clients, partners, podcast hosts, even publishers. The questions get smarter. The introductions get warmer. The deals get bigger.
- **The audience builds while you sleep.** The email list grows from a watching audience that's already opted in to your worldview. Every share, every algorithm recommendation, every replay adds someone new. The list is the moat.
- **The keynote circuit opens up.** Filmmakers get keynote invites. Authors get keynote invites. People with a documentary AND a book get the bigger keynote invites. Conference programmers can see your authority on screen before they pick up the phone.
- **The inverse book deal becomes available.** Publishers stop having to imagine a market for your book; they can measure one. The advance reflects the audience the film already proved.
- **Your authority compounds.** The film keeps producing leads, partnerships, and revenue every month for the next decade. You spent six weeks on this. It works for ten years.

“The film isn't the trophy. The film is the engine. A year from now you'll wish you'd started today.”

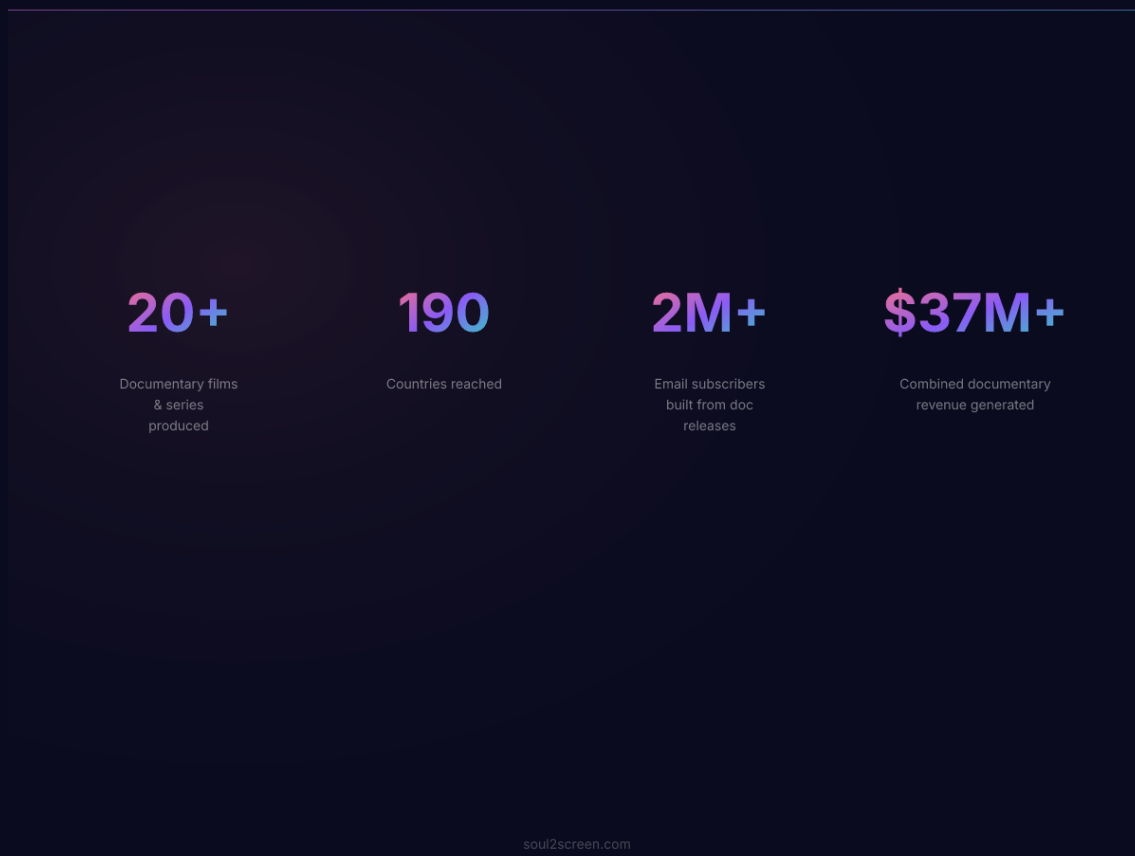
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PART EIGHT · WHAT COMES NEXT

If you've completed the worksheets, you have your skeleton.

You have a thesis. You have a three-act structure. You have five to seven moments. You have a cast. That's the spine of every successful authority documentary, and it's more than 80% of the audiences walk away from screenings still talking about.

The rest is production: storyboards, brand guide, trailer script, pitch deck, marketing site, launch sequence, festival strategy, sponsorship outreach. This is where most independent filmmakers get stuck, and where the platform earns its place in the workflow.



The combined documentary stats behind Soul2Screen. These are individual results from years of compounding work, across multiple businesses. They are not typical.

WHAT'S NEXT

The live masterclass.

This playbook is the primer. The live masterclass is where it all clicks. Over 90 minutes, the three of us (Patrick, Amish, and Yanik) walk you through the Documentary Authority Model in detail, with the same frameworks we've used to build documentaries that have produced over \$37M+ in combined revenue across two of the most successful documentary launches of the decade.

What we'll cover, live

- **The Archetype Decision Tree.** The exact set of questions we walk every prospective filmmaker through to land on the right archetype for their story. Most people pick the wrong one and waste a year. We'll show you the shortcut.
- **A Live Case-Study Breakdown.** We pull apart The Natural Law launch step by step. The trailer, the email sequence, the affiliate engine, the inverse book deal. Exactly what worked, exactly what didn't.
- **Marketing-First Production.** The single biggest reason most independent documentaries fail. We show you the production order that flips the math, so your film earns its audience while it's being shot, not after.
- **The 90-Minute Outline, Live.** Bring the worksheets you filled out in this playbook. We'll stress-test them on the call, in real time, with as many attendees as we can take live questions from.
- **The Spark Playbook.** The post-launch monetization architecture nobody teaches. Book deals, keynote stages, podcast tours, sponsorships, certifications. This is where most of the revenue actually lives, and where most filmmakers stop too soon.

WHO THIS IS FOR

Is this for you?

The masterclass is built for one specific kind of person. It isn't for everyone, and we'd rather you skip it than show up disappointed. You'll get the most out of the 90 minutes if most of the following sounds like you.

You'll get the most out of it if

- You've already built real authority (book, business, body of work, audience) and want documentary to be the next compounding layer on top of it.
- You have a thesis you'd defend in a room of skeptics, and you're tired of watching it get diluted across blog posts, tweets, and LinkedIn carousels.
- You've been kicking the idea of a film around for years and you're ready to actually stop talking about it.
- You want a path that doesn't require a \$200K budget, a Hollywood agent, or a festival circuit gamble.
- You believe (as we do) that the next decade of authority is being won on screen, and you'd rather be early than catch up later.

It's probably NOT for you if

- You're looking for a passive content side-project. Documentary at this level is a real commitment of focus and clarity (even when the platform handles the heavy lifting).
- You don't yet have a thesis, an audience, or a body of work to build the film around. The masterclass assumes you're bringing your soul to the table; we provide the screen.
- You're hoping to learn how to operate a camera or edit footage. We don't teach the craft of filmmaking; we teach the strategy of authority documentary.

SAVE YOUR SEAT

Bring the worksheets. Get on the call.

The most useful thing you can do between now and the masterclass is sit with the worksheets in Part Three and Part Seven of this playbook. Pick your archetype. Sketch your thesis. Map your three acts. Show up to the live session with a draft and we'll build on it together.

We keep the live session deliberately small so we can take real questions and look at real outlines on the call. The seats are free to register and we cap each session to keep the quality of the room high.

To save your seat

Head to soul2screen.com/godoc and register with the email you want the masterclass details and replay link sent to. We'll send a calendar invite, a couple of pre-work prompts, and the replay if you can't make the live session.

One last thing

If you take only one thing from this playbook, take this: the format has already shifted. The audience that used to discover a thinker through a book now discovers them through a documentary. The window for being early is open right now, and it won't stay open forever.

We made this playbook to give you the spine of the strategy. The live masterclass is where we put it into your hands. We hope to see you there.

Questions? partners@soul2screen.com

PART EIGHT · FAQ

The doubts we hear the most.

The questions we get asked most often by people on the fence about the masterclass, and the honest answers.

"I'm not a filmmaker. Is this for me?"

Most of our students aren't. The masterclass is built for experts, founders, authors, coaches, and thought leaders who want documentary to be the next compounding layer on top of their existing authority, not for people who want to learn to operate a camera. We teach strategy; the craft can be hired or collaborated on.

"Shouldn't I write a book first?"

Maybe, but the inverse book deal is open right now. Amish made *The Natural Law* first and the book deal followed off the back of the audience the film built. The decade where the book was the only credible authority anchor is closing. Documentary now earns the book deal more reliably than the other way around. We walk through the exact mechanic on the call.

"Don't I need a \$200K budget and a film crew?"

That was the only path for a long time. It isn't the only path now. There's a faster, lighter way to assemble the production-ready package most filmmakers spend twelve months and six figures producing. We show you exactly how it works live in the masterclass.

"What if my topic is too niche?"

Niche is leverage. Genre is friction. Revealed Films built eighteen successful documentary series in specific health and freedom niches that nobody else was making films about. The films that broke through went deep, not wide. If your topic feels too niche, that probably means it's the right size.

"How long does this actually take?"

The traditional path is 12 to 24 months. There's a path we'll walk you through on the masterclass that gets you to a complete production-ready package in 6 weeks at roughly half an hour to an hour of

focused work per week. The actual filming schedule depends on the archetype and your subject access.

"What if I can't make the live session?"

Register anyway. We send the replay to everyone who registers, along with the worksheets and post-call resources. The live version is best because you can ask questions in the chat, but the replay covers the entire framework and case-study breakdown.

"Is this just AI hype?"

No. The thesis is that authority has migrated to screen. AI is a useful tool inside the production workflow, but the soul of the film (your point of view, your story, your relationships) can't be automated and shouldn't be. We're documentary filmmakers first; the AI accelerates the work, it doesn't replace the craft.

"Why three co-founders?"

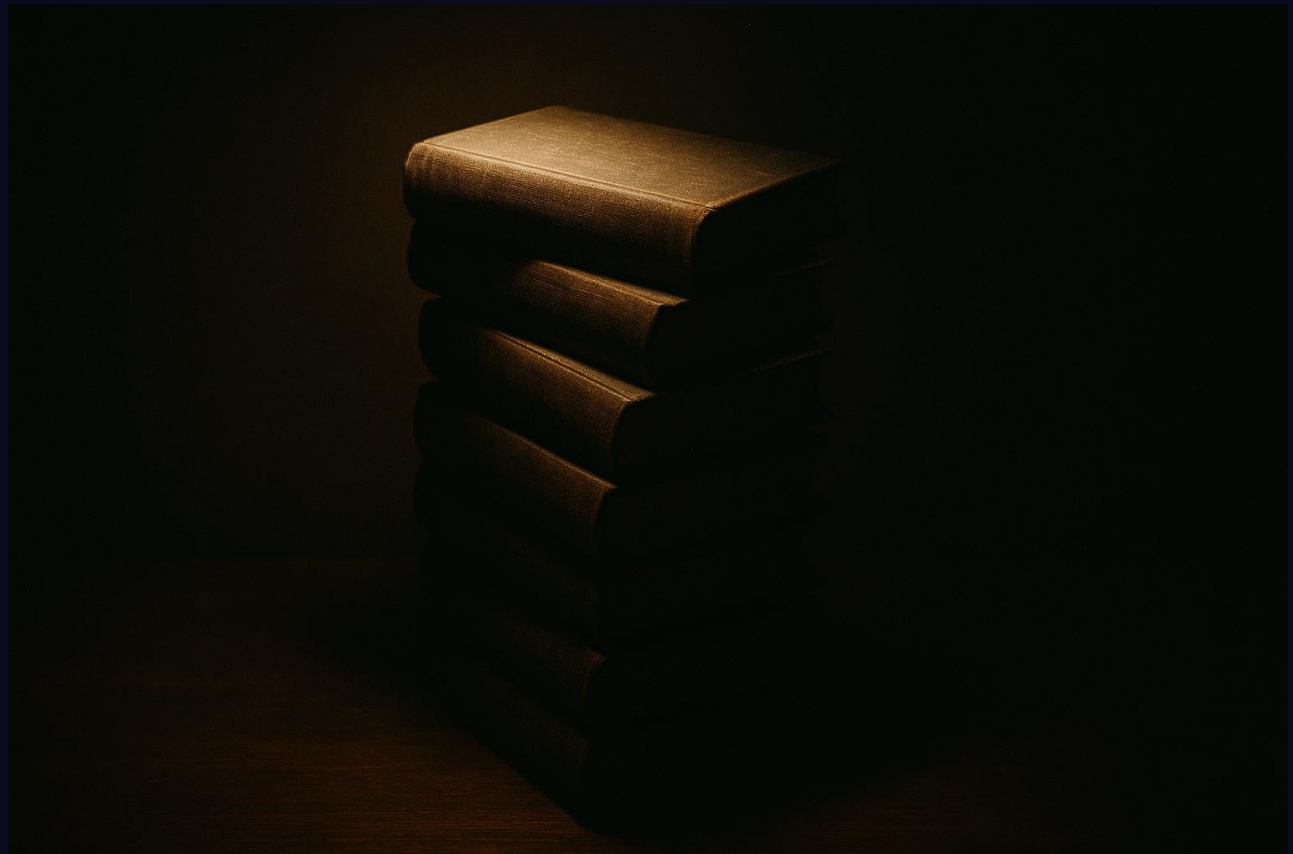
Because no one of us has the full playbook. Patrick built the documentary launch architecture at Revealed Films. Amish built the authority-first launch with The Natural Law and the inverse book deal. Yanik built the audience and affiliate engines across two decades. The masterclass is the three of us live, in one room, sharing what we've learned at the intersection of those three skill sets.

SOURCES & REFERENCES

Where the numbers came from.

Industry data · documentary market

- Astute Analytica: Global Documentary Films Market, 2024-2033 (\$5.35B to \$9.59B, 7.08% CAGR).
- Market.us: Documentary streaming consumption forecasts, 2024-2025.
- Nielsen: Documentary viewing hours per streaming subscriber, 2023-2024.
- Netflix Q3 2024 Letter to Shareholders. CFO quote: "We're not anywhere near a ceiling."



Books still matter as artifacts. Book authority does not, at least not the way it did a decade ago.

Industry data · book sales

- Circana BookScan: Adult Nonfiction print sales, 2024 full year and 2025 H1.
- Circana BookScan: Memoir / Autobiography / Biography print sales, 2024 full year and 2025 H1.

Industry data · social and podcast

- Hootsuite Social Media Trends Report, 2025 (Instagram organic reach).
- LinkedIn Engagement Report, 2024-2025 (post half-life).
- Edison Research Podcast Consumer Report, 2025 (median listenership trend).

Reference films

- Paradigm: The Game Changers (2018), What the Health (2017), Heal (2017), The Social Dilemma (2020).
- Person: Stutz (2022), The Last Dance (2020), Jiro Dreams of Sushi (2011), Won't You Be My Neighbor? (2018), Tony Robbins: I Am Not Your Guru (2016).
- Process: Chef's Table (2015-), Abstract: The Art of Design (2017-), Indie Game: The Movie (2012).

ABOUT SOUL2SCREEN

The origin story.

Soul2Screen was born from a single observation: the three of us (Patrick Gentempo, Amish Shah, and Yanik Silver) had each built authority systems that worked, but in different domains. Patrick built the documentary launch architecture at Revealed Films, producing eighteen documentary series and \$35M+ in revenue from a standing start. Amish directed and produced *The Natural Law*, a single film that generated multi-million-dollar lifetime revenue, reached 190 countries, built a 110K email list, grew Instagram to 300K, and triggered a six-figure book deal. Yanik built the Underground Seminar and Maverick1000, running audience-driven launches across two decades with a partner network of 70,000+ affiliates.

Between us: \$37M+ in combined documentary revenue. Over 20 films produced. Audiences across 190 countries. Email lists in the millions. Over \$100M in online sales across our various ventures.

“Everyone has a movie in them. What's yours?”

SOUL2SCREEN

We started Soul2Screen because we saw the same gap from three different angles: the world's most powerful authority format (documentary) was locked behind six-figure budgets, twelve-month timelines, and a production workflow that hadn't changed in thirty years. Meanwhile, every other content format was getting democratized by technology. Documentary was the last holdout.

So we built the bridge. Soul2Screen is an AI-native operating system that compresses the pre-production, branding, and go-to-market work that used to take \$34,000+ and twelve months into weeks, at a fraction of the cost. You bring the soul. The platform builds the spine.

DEEP ORIGINS

A Deep Origins company.

Soul2Screen is a Deep Origins company. Deep Origins is the parent entity behind our shared conviction that the most important work in the world starts with extraction: pulling the thesis, the point of view, the lived truth out of the person who earned it, and giving it a form that outlasts a news cycle.

Documentary is the first vertical. The same engine that powers Soul2Screen (the 10-module journey, the 11 AI generators, the deliverable pipeline, the marketing-first production architecture) is designed to scale across every format where authority needs a canvas: film, publishing, education, and beyond.

The philosophical why

We believe that the next decade of authority will be won on screen. Not because screens are better than pages, but because the audience has already migrated. The people who used to discover a thinker through a book now discover them through a documentary. The platforms are paying. The audience is watching. The format converts.

But we also believe something deeper: that the world has enough content and not enough truth. AI can generate a thousand hours of plausible footage. What it cannot generate is the lived experience, the hard-won point of view, the thesis worth defending in a room of skeptics. That is your soul. And it is the one asset that cannot be commoditized.

Soul2Screen exists to make that soul visible. To take the thesis you've spent a career earning and give it a form that reaches the audience that needs it most. Everyone has a movie in them. We built the system to help you find yours.



CO-FOUNDER

Patrick Gentempo



CO-FOUNDER

Amish Shah



CO-FOUNDER

Yanik Silver

NOTES & DISCLAIMER

About the numbers in this playbook

Specific figures referenced here (\$37M+ in combined documentary revenue, \$110M+ in marketing systems, 190 countries, 2M+ email list, 110K-person email list, 300K Instagram, 18 documentary series, \$35M+ Revealed Films revenue) are real outcomes earned by our co-founders or featured customers. They are individual results from years of compounding work, across multiple businesses, with skills, audiences, and resources unique to the people who earned them. They are not typical and they are not a guarantee of yours. See soul2screen.com/disclaimer for the full statement.

Contact

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“Everyone has a movie in them. What's yours?”

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