Foreword by Stan Lee

Lloyd Kaufman and I have known each other since Lloyd was at Yale in the 1960s and sought me out. He was one of the many brilliant young students for whom Marvel Comics had become a sort of shrine, but Lloyd stood out among the others. He seemed driven by some kind of strong intellectual force combined with a monomaniacal passion for pop culture. That is why in 1970 I chose him to write a screenplay with me based on "Night of the Witch," one of my stories. Lloyd had never written a movie script, but I could tell that his incredibly original ideas and incredibly "unique" personality could be wrapped up in one incredibly charged enchilada of horror! I was right. Our script was immediately optioned by Cannon, the premiere indie movie studio of its day, from whose loins sprung stars like Susan Sarandon and Peter Boyle.

A lot has changed since 1970; Lloyd and his Yale buddy Michael Herz have established Troma, the longest running independent movie studio of all time. Lloyd has put a new face on the cinematic superhero with Toxie, as well as with my personal favorite, Sgt. Kabukiman N.Y.P.D. Lloyd's body of work has now proven to be a seminal influence on worldwide film today. Just look at any film created by the likes of Quentin Tarantino, Takashi Miike, Peter Jackson, Eli Roth, Gaspar Noé, and James Gunn, to name a few, and you are likely watching a film influenced by *Class of Nuke 'Em High*, *Tromeo & Juliet*, or *Citizen Toxie*. Come to think of it, perhaps Lloyd and I should've continued working together; the only problem was that during our intense brainstorming sessions, whenever he wanted to confuse me, he'd speak in Mandarin Chinese, one of his many offbeat talents!

When Lloyd and Michael created Troma Entertainment, Inc., 35-plus years ago, nobody expected that Troma would still be around today. So many movie companies have come and gone, along with billions of dollars in production funds, yet Troma, with ultra low-budget, totally nonmainstream movies, is still here. Indeed, as Lloyd likes to say, he is the herpes of the movie industry—he won't go away!

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So, how has Lloyd been able to remain an auteur filmmaker for so long? How has he been able to keep making movies that emanate out of his warped, deranged mind, or what passes for one, with no interference from outside sources? How did Lloyd manage to make movies for almost 40 years without having to compromise in any way? Who among us can say we have created completely independent films that have branched off into Broadway musicals, children's television cartoon shows, Marvel comics, action figures, and more, the way Lloyd has? (Well, I guess *I* can say that, but this is about Lloyd, not me.) You will discover the answer in this incredible, one-of-a-kind tome!

All of the above has been made possible because Lloyd Kaufman has created a brand. He has also pioneered a revolutionary new way of getting his very personal art to a wide audience while eternally worshiping at the shrine of independent cinema and entrepreneurial idealism. He was one of the first to anticipate how new technology would affect the sale of the art and the art of the sale. And though some might suggest that Troma sells tasteless, mindless sex and violence, audiences have learned to look beneath the surface and realize Lloyd's films are truly unique and personal works of art. For example, the Toxic Avenger has found his rightful place in cinematic history alongside such characters as Spidey, Jerry Lewis, and Darth Vader.[1]

Regardless of content, Lloyd has somehow found a way to successfully sell his movies these past 36 years. This is a testament to the fact that it takes a lot more than talent to sell one's own damn movie. It takes a lot more than hard work! It takes unique sales techniques—techniques developed by Lloyd—which have allowed Troma to compete successfully with the huge media conglomerates. This book will teach you Lloyd's methods and secrets so you, True Believer, can do what Lloyd and Troma do every day! So, get ready for a great ride—this book will entertain you and make you laugh, but most important, you will learn a superheroic amount about selling your own damn movie. Remember, if Lloyd can sell movies with 600-pound men expelling explosive diarrhea, Shakespearean hard-bodied lesbians, Indian zombie chickens, hideously deformed creatures of

[1] *The Toxic Avenger* was recently selected by the Independent Film & Television Alliance and the American Cinematheque as one of the "most significant movies of the 1980s."

superhuman size and strength crushing heads, human-cow-lady hybrids, and singing and dancing hermaphrodites, certainly *anyone* can sell a movie, especially you! By the way Lloyd, please send my love to Toxie and Kabukiman—and my check directly to me!

Excelsior!



Stan Lee and Lloyd at Studio 54 circa 1973.

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