

# The Business of Acting

## Introduction

*Let's take a deep dive into the business of acting and see how to create an amazing acting career!*

### About Your Instructor

Mark Atteberry

- a) [beaworkingactor.com](http://beaworkingactor.com)
- b) [imdb.me/markatteberry](http://imdb.me/markatteberry)
- c) [markatteberry.com](http://markatteberry.com)

### Before We Start...

This is a class about the business of acting but never forget unless we're a great actor will never succeed!

- a) Watch - [01 Steve Martin on How to Make It](#)

## The 8 Steps to a Successful Acting Career

### 1. Learn How the Business Works

*Follow these eight steps to have a thriving career as an actor in the entertainment industry.*

#### How Does The Crazy Industry Function, Anyway?

##### 1. Theatrical Acting

Script - Studio/Network > Casting Director > Breakdowns > Agents > auditions

##### 2. Indie Film or Online Project

Script > Production Company > Casting Director (or producer) > Online Casting and Backstage > auditions

##### 3. Commercials

Ad Agency/Client > Production Company > Casting Director > Creative Casting > agents > auditions

##### 4. Yearly Schedule

**Winter** - Pilot Season > Up Fronts > **Spring** - Episodic > **Summer** - Movies, **Fall** - Pilots > Episodic > Holidays!

##### 5. Typical Working Actor's Day

Auditions > Zoom/in-person callbacks > booking > job

##### 6. You Must Stay On Top of the Business. Where Do You Get Your News?

- a) Online at The Wrap ([www.thewrap.com](http://www.thewrap.com)) or Deadline Hollywood (<http://deadline.com>), etc.
- b) Trade magazines like BackStage, Hollywood Reporter, Variety, etc.

##### 7. Know the Trends

- a) The buzz words these days are: **Real, Raw and Natural**
- b) Look at the current shows: **Edgy, Dark, Pushing Boundaries, Shot Like Movies, etc.**
- c) Current location shooting: **Most of the Comedies are In Town, Most of the Dramas are Out of Town**

# 2. The Truth About Acting for a Living

*You need to know the reality of making a living as an actor and determined to do it anyway!*

## What Are the Realities?

1. **Statistics** - See [02 Actors Living In LA](#)
2. **Dealing with Rejection** - Rejections is a daily part of an actors life. Can you handle it?
3. **Typical Working Actor Booking Ratio** - Theatrically 1 in 25, Commercial 1 in 50-100
4. **Realities of Living in LA** - It's incredibly expensive and difficult to live here. New York is similar. Atlanta is rough now,
5. **The Best Place to Start May Not Be LA** - Smaller markets can sometimes be much easier to begin and acting career
6. **Ask yourself how much do you love acting?** - You have to love it because this is the hardest career on the earth!
7. **Have Another Life** - Don't make it all about acting. Go out and live so you can show a FULL life in your work!

# 3. Set Realistic Goals

*Creating and pursuing realistic goals is a key and making it in any business!*

## Goal Setting

1. **Know How to Set Achievable Goals**
  - a) See [Simple Guide to Setting Goals](#)
2. **You Can't Do It Without a Plan**
  - a) "If you chase two rabbits, both will escape." -- Russian proverb
  - b) [Write Your Goals](#). Only 3% have written goals but they go on to make more than the total of the 97% who don't!
  - b) See [Sample Goal Planning for the Actor](#)
3. **Make Your Plans According to Proven Paths**
  - a) Look at [How Do I Get Into Acting](#) (<http://beaworkingactor.com/first-steps.html>)

# 4. Know Your Types and Create Your Niche

*It all starts here! This is the key to building a successful career in acting.*

## Typecasting and How to Take Advantage of It

1. **What is Type and Typecasting?**
  - a) Watch [03 Am I Typecast](#)
2. **Why Does Type Matter?**
  - a) Watch [04 How You Are Perceived](#)
  - b) See [05 Alex O'Laughlin](#)
3. **How Do I Find Out My Types?**
  - a) [Do a consultation with Mark Atteberry](#) (<http://beaworkingactor.com/consultations.html>)
  - b) Take marks "Know Your Type and Create Your Niche" workshop at Greenhouse.
  - c) Get cast Repeatedly and see what three types occur
  - d) Do 50 type surveys and see what comes up (<http://beaworkingactor.com/seminar-materials.html>)

# 5. Put Together the Perfect Team

*Build a top notch team of experts to refine and sell your product...YOU!*

## 1. Representation

1. **Do I need an agent or a manager or both? What's the difference?**
2. Find an Agents Who **Represents Your Type**
  - a) Just like actors, agents are know for representing certain types
  - b) Utilize [IMDbPro](#) and [www.ispot.tv](#)
  - c) See **How to Find the Right Agent**
  - d) See **4 Things an Agent Doesn't Care About**
3. How do I get an agent?
  - a) Referral from a friend
  - b) Referral from a CD or Industry Pro
  - c) Use [AgentBlasters.com](#)

## 2. Industry Pros

1. Begin now forming relationships with as many CDs and industry pros as you can.
  - a) Work begets work and we love to keep working with our friends.
  - b) Use Social Media

## 3. Wardrobe Consultants and Stylists

1. Find someone who can help you find audition clothes, not just red carpet clothes.
2. If you can afford it hire one of the top celebrity stylist. They get great deals.
  - a) <https://www.hollywoodreporter.com/lists/25-top-stylists-hollywood-2019-1192120/item/rebecca-corbin-murray-power-stylists-2019-1192122>
3. Ask around for recommendations of wardrobe personnel who work on sets.
4. Most large mid to high end department stores have personal shoppers.
  - a) Macy's, Bloomingdale's, Neiman Marcus, Nordstrom, etc.

## 4. Makeup Artists and Hairstylist

1. Find someone who knows you and how to do makeup and style hair for the camera.
2. Ask around for recommendations for artists who've worked on a set.
3. Contact the Makeup Artists and Hair Stylists Local 706 Union.
  - a) <http://www.local706.org>

## 5. Nutritionist

1. Find someone who is an expert in nutrition for actors. Recommendation is best.

## 6. Fitness Trainers

1. Find someone who is an expert in fitness for actors. Recommendation is best.
  - a) Trainers on Instagram -
    - 1) <https://www.shape.com/celebrities/star-trainers/our-favorite-celebrity-fitness-trainers-instagram>

## 7. Acting Teachers

1. Never stop training!!!
  - a) See **Recommended Acting Teachers**

## 8. Image Consultants

1. These are hard to find these days.
  - a) **Mark offers private Image Consultations** (<http://beaworkingactor.com/consultations.html>)

## 9. Mental Help Expert

1. Many times there is no one better to help you be yourself than a great therapist.

## 10. Find Your Community

1. Once You Have Found YOUR ART, Find a Community of Like-Minded People
2. You CAN'T Do It On Your Own!!

# 6. Learn to Market Yourself Like a Pro!

*Actors who know how to market themselves well will have far more success faster than those who don't!*

## - Some Marketing Wisdom -

*These are the basic tenants of marketing. These are the things actors need to ponder as they develop their marketing strategy.*

### Accept That You Are An Entrepreneur

#### 1. You Are the Product and the Salesperson

- a) It's Show-Business, not Show-Art!
- b) See **SBA Marketing Basics**

### Great Entrepreneurs Know Their Product

#### 1. To Be Successful Your Product Has to be Unique

- a) Don't try to be something you're not. Just Be Yourself! You already are unique!
- b) In the Business World, Product Rule #1 is this: ***"If You Want to Be Successful in Business Your Product Must Be One of Two Things: The First One of Its Kind or Cheaper Than Similar Products"***

#### 2. Why Do People Buy Products?

- a) A recent marketing survey showed people buy a product for **what it is** 65% of the time!

### You Must Target Your Marketing and Focus on a Specific Audience

#### 1. CDs Who Cast the Shows, Films and Spots You Are Right For

Utilize [IMDbPro](#), [www.CastingAbout.com](#) and Social Media

Be a Reader for Casting. See **How Can You Become an Audition Reader**

See **7 Tips to Begin Genuine Relationships with Casting Directors, Producers and Industry People**

#### 2. Directors Who Cast the Shows, Films and Commercials You Are Right For

Utilize IMDbPro, Social Media

#### 3. Agents and Managers Who Represent Your Type

Utilize [IMDbPro](#) and Social Media

Just like actors, agents are know for representing certain types

*More on this later!*

#### 4. Audiences

This business is all about **FAN BASES!**

### Important Marketing Rules

#### 1. Make Sure You Know Your Product!

Again, this is all about YOU! Make sure you know how the Industry perceives you! **\*\*KNOW YOUR TYPES!!**

#### 2. Your Marketing Materials Must Accurately Represent Your Product (You!)

- a) Must be appropriate for your product
- b) Must accurately represent your product
- c) Must give the "feel" of you product
- d) Must be "original"

#### 3. Marketing Rule of 7-21 (aka Rule of Effective Frequency)

An exact or similar marketing piece needs to be seen 7 to 21 times before people remember it

#### 4. Branding is How the Public Sees You, Not How You See Yourself

Your job is to constantly check in with the public to see what their perception of you is. (Use class materials!)

## 5. Use a Consistent Color Theme in All Your Marketing Materials

Find a Set of Colors (a color scheme) that expresses who you are  
Use a combo of preferably three colors

For Color Ideas:

Google Image Moods

What Color is Your Personality?

(<http://www.playbuzz.com/benjaminbirely10/what-color-is-your-personality>)

See [Psychology of Colors](#)

## 6. Others Recommending You is Far Better Than You Recommending Yourself

The best way to market is have someone else draw attention to you. Don't draw it to yourself  
Michael Van Dyck of Paradigm said his best clients came from referrals, never from actors themselves

## 7. The Key to Success is Networking and Networking is All About Social Circles. Get Involved!

The #1 thing most successful salespeople have in common is they are social drinkers  
Hollywood is a small circle of friends who keep each other working. Be part of it!  
The biggest mistake most actors make is not getting involved in circles of industry people  
The best way to build a network is to create work! People go where the work is.

# - Marketing Materials -

*This is a list of the most important marketing materials, avenues of promotion and sales tactics for the actor.*

## MUST HAVE Marketing Materials

### 1. Headshots

This is THE MOST IMPORTANT marketing piece you have

Look at [Breakdowns](#)

See [How to Get a Great Headshot](#)

See [Lines of Dialogue](#)

### 2. Resume and Cover Letter

[Resume](#) - Look up Resumes on my website (<http://beaworkingactor.com/resumes.html>)

Watch [06 Video Cover Letter](#)

\*\*See [AgentBlasters.com](#)

### 3. Actor's Demo Reel

This is THE 2nd MOST IMPORTANT marketing piece you have What Makes a good demo?

Watch [07 Jeremy Gordon's "Brent Bailey Demo"](#)

See [The Standard LA Demo Reel](#)

## Other NECESSARY Marketing Avenues and Materials

**PICK ONE, TWO or THREE** and focus ALL your attention on those. Don't try to do all these! That's THE SECRET!

### 1. Self-Productions

Indie Feature Films

Shorts

Web Series

**\*How To Build a Solid Career**

1) Most Passive Way: Get headshots, Submit, Wait.

2) Next Most Passive Way: Network, Showcase, Workshop, Classes with Industry Guests, Follow-up.

3) Most Active Way: Create Your Own Work, Brand Yourself Well, Build Your Own Fan-base, Repeat.

### 2. Social Media

Instagram, TikTok, FaceBook, Twitter, Etc.

IMDbPro Star numbers sometimes matter

See [3 Tips for Using Social Media](#)

See [How to Grow a Social Media Following](#)

### 3. YouTube Channel

There are millions of dollars being made on YouTube. What are you amazingly talented at?

### 4. Post Cards

Unified, consistent color theme, design and photo (Rule of 7-21's)

Essentials for a Post Card:

- \* Professional
- \* Easy to read
- \* Promoting that you're working
- \* Exploiting your brand
- \* Contact info
- \* A personal note, if applicable.

Try a unique and creative brochure

See [08 Post Card Samples](#)

### 5. Email Blasts

The pluses and minuses of email blasts

### 6. Be a Reader for a Casting Director

See above info on page 1. Occasionally, casting directors "hire" (for free) actors to read for auditions. It's a great way to meet the casting directors, let them see your work and, more importantly, see what actors do.

### 7. Theater Companies and Self-Produced Plays

The benefits of joining a great theater company are numerous

The benefits of producing your own play can be even more numerous

### 8. Comedy Clubs

Stand-up is a great way to get noticed (if you are GREAT!)

### 9. Improv or Sketch Comedy Groups

UCB, Groundlings, Second City, etc.

### 10. Film Festivals

Make your own film and get it in festivals

Volunteer!

California Film Festivals & Contests - <https://film.ca.gov/production/festivals-contests/>

### 11. Volunteer Work

Charities

Industry volunteer work - CDs office, agents office, production office, etc.

### 11. Red Carpets

There are PR firms that specialize in this

### 12. Social Circles

Soho House, Club Scene, Foodie Scene, etc.

### 13. Acting Websites

***Your website should be the one place that ties your whole marketing program together.***

Things you SHOULD HAVE on your site:

- Contact info (and email sign up list)
- Demo reels
- Headshots
- Resume (including a pdf version)
- IMDb link
- Social media links

Things you MIGHT HAVE on your site

- Bio
- Behind the scenes photos
- Twitter feed
- Current career news
- Project page with stuff you've worked on
- Hobbies
- What's important to you in life
- Fun facts

# 7. Become a Booking Machine!

*Book most of your auditions in your career will sale through the roof!*

## **How to Book More Roles**

### **1. Learn to “Act Like Yourself!”**

- a) Look up **The Three Parts to Acting** (<http://beaworkingactor.com/seminar-materials.html>)
- b) Get in a great acting class

### **2. Audition for Everything!**

- a) Where to find auditions
  1. Actors Access (<https://actorsaccess.com>)
  2. Casting Networks (<https://www.castingnetworks.com>)
  3. Backstage (<https://www.backstage.com>)
  4. Film Schools - AFI, USC, Chapman, etc.

### **3. Mastering the self-tape**

- a) Take a good class
- b) Look at other’s self tapes
- c) **Get coaching!!**

# 8. Let It All Go! Have fun!

*Control what is in your control and let go of what is not!*

**Let it all go! Enjoy the process! Have Fun! And Trust God!**