

# **The Business of Acting**

## **Handouts**

# Simple Guide to Setting Goals

- 1)** Take a clean sheet of paper and write down Goals and Today's Date.
- 2)** Write down 10 goals you'd like to accomplish in the next 12 months. And, write them in the present tense. For example, "I achieve," "I earn" "I buy such and such a car," "I own..."
- 3)** Set a deadline for each one.
- 4)** Make a list of everything you have to do to accomplish each one.
- 5)** Organize the list into a checklist.
- 6)** Take action. Determine what you need to make yourself do each task.
- 7)** Do something every day. Put them in your calendar as a reminder.

# Sample Goal Planning for the Actor

*Use this as a guideline for setting your own yearly goals. There are any ways to success so change what you need to in order to make this your own.*

***People who make explicit goals are 10 times more likely to attain their goals than people who don't make explicit goals.***

## **Typical Working Actor Goals:**

1. Get or Assess Your Representation (Agent and/or Manger)
2. Do a Play, Web Series or Film (Short or Feature)
3. Get New Headshots
4. Update Your Demo
5. Take a New Acting Class
6. Take a New Cold Reading Class
7. Take a New Improv or Comedy Class
8. Do a Casting Director Workshop
9. Get an Image Consultation
10. Plan or Do a Networking Activity with Others in the Industry
11. Send Out Post Cards
12. Update Your Wardrobe
13. Do a Social Media Push for More Followers
14. Get On the Red Carpet, Get Seen at an Industry Event
15. Drop Off a Headshot to a Casting Office

## **Typical Working Actor Schedule:**

**January** - 8, 10, 11, 13, 14, 15

**February** - 5, 11, 13, 14, 15

**March** - 8, 10, 11, 14, 15

**April** - 2, 4, 11, 13, 15

**May** - 8, 10

**June** - 1, 12, 13

**July** - 2, 8, 10, 11

**August** - 4, 7, 11, 13, 15

**September** - 2, 8, 10, 11, 14, 15

**October** - 11, 13, 14, 15

**November** - 8, 9, 10, 14, 15

**December** - 1, 3, 4, 6, 12, 13

# How To Find the Right Agent

*Use this as a guideline for doing appropriate research in order to too find the best agent.*

Actors generally think they need to find an agent who represents no one else in their type category. They think that will get them sent out more. But, like actors, agents are known for representing a certain type of actor. You want to be with the agent who is known for your type. That will ensure you are targeting your niche.

## **1) Do a TV Show, Movie or Commercial Search on IMDbPro:**

**Theatrical Agencies** - On IMDbPro, look up the shows and films appropriate for “your type.” Look up the past season or two (no more than that since agents and CDs change companies often). Go through each episode and look at the cast list. If you are at the Co-Star level in your career, look for the Co-Star roles (no name roles like Detective #1, nurse, mom, etc.) or if you are at Guest Star level look at those roles. Click through to see who reps the actors who are around (or just above) your credits-level and around (or just above) your StarMeter ranking. You’ll start to see trends. Write those down. Agencies often go to their favorite agencies and management firms to fill those roles. You’ll also start to see that your top targeted shows consistently book actors (at your credits level) who are represented by the same few agencies and management firms. It should become very clear where you should consider submitting. Double check your work to make sure those agencies also have a decent ranking on the “Company Star Meter.”

**Commercial Agencies** - Go online to <http://www.ispot.tv>. This site lists many of the most popular commercials airing now and in the past year or so. Look up the commercials with actors that are similar to your type by entering the name of the company or product. Once you find the spot(s) you are looking for, look up the name of the actor you are similar to. Then go on IMDbPro and follow the instructions above to find out which commercial agencies represents the actors you found. (iSpot.tv is not always thorough)

## **2) Look for Agencies that are Highly Ranked but Open to Newcomers:**

On the IMDbPro site look under the “Companies” heading at the top. If you hover over that heading you will see “Talent Agencies” and “Management Companies.” Click on which ever you are interested in researching. Once you click on that link you will see a list of agencies or managers listed in order of “Star Meter” ranking. Unless you are a star, don’t even think about the first 20 on the list. They will come to you when you are at a certain level of success. Start looking at the agencies past that. Click on each one and look at their list of “Clients.” They will be ranked by “Star Meter” rating. You want to see if they have several actors with star numbers below 5,000 (those are generally recognizable working actors). If they do, click on the “see all clients” link at the bottom and look to see if they have quiet a few actors with numbers higher than 100,000, If they do that means they are probably open to newcomers. Next, go back to the top of the list and one by one, look at their clients and see if the “generally” represent your type. If so, that is a good agency for you to target.

# 4 Things an Agent Doesn't Care About

By Secret Agent Man (Anonymous Successful Agent), BackStage West Sept. 7, 2015

Actors always focus on the wrong thing. They're constantly trying to impress me with details that aren't important. And that's true for clients as well as actors seeking representation.

This may shock you, but it would appear that every performer on the face of the planet has access to those precious breakdowns that are meant for my eyes only. I guess they pay for them under the table. This is 100 percent illegal, but then again, so is crossing at the red and when was the last time anyone you know got a jaywalking ticket?

Anyway, actors have this material and they always jump on every perceived bit of valuable information. For example, a client called me the other day because he "heard" about a movie set in L.A. with a character that was from Detroit. The actor explained he was from Detroit, too, so the casting director would definitely want to meet him. In return, I explained they were probably looking for the best actor and not just someone who was from Detroit.

Pop quiz: true or false? Last year, Ryan Gosling lost the lead in a film playing a cop who grew up in Florida because the studio discovered he was from Canada. (The answer is at the bottom of this column....)

Moving on, I've been receiving a ton of submissions lately from actors who list their current STARMeter rating on IMDb. Is this supposed to mean anything to me? That number is just a grade based on Internet searches. It has nothing to do with talent or potential. Even more shocking, there are services out there you can pay to help raise your rating. Call me paranoid, but I would think twice before handing those people my credit card number. Maybe you should, too.

Let me put it this way: If you believe in quantum mechanics and a multiverse with millions of parallel realities, I can assure you there isn't a single reality out there where I give a damn about your STARMeter rating.

Here are a few other things that don't matter:

**If you're trying to convince me to sign you, don't tell me about all the nonunion work you've been doing. Trust me. There is no nonunion work. (Well, maybe porn.) SAG-AFTRA even has a category for first-time producers who are making tiny little movies on their iPhones with the money they made serving tables. And unless we're talking about hosting or reality shows, there is absolutely no nonunion work on scripted television.**

**This is why I always crack up when actors tell me they're putting off joining the union because they don't want to miss out on nonunion work. WHAT NONUNION WORK? Are they talking about commercials? If that's the case, then answer me this: Was that your dream when you moved here? To work on nonunion commercials that will never generate a residual stream?**

Here's something else that doesn't matter: excuses. If you're my client, I don't want to hear that you're late to an audition because you got stuck in traffic. And I don't care about your reasons for not booking out or for not updating your reel or for not returning my call.

IT JUST DOESN'T MATTER!

**beaworkingactor.com**

# Recommended Acting Teachers

*Check out the website below. Then meet with the teachers you like. Audit their classes. See which one best fits your personality.*

## **Scene Study**

Diana Castle - [theimaginedlife.com](http://theimaginedlife.com)  
Warner Loughlin - [warnerloughlin.com](http://warnerloughlin.com)  
Ivana Chubbuck - [ivanachubbuck.com](http://ivanachubbuck.com)  
Howard Fine - [howardfine.com](http://howardfine.com)  
Stuart Rogers - [stuartrogersstudios.com](http://stuartrogersstudios.com)  
Sara Mornell - [saramornell.com](http://saramornell.com)  
Catlin Adams - [theworkwithcatlinadams.com](http://theworkwithcatlinadams.com)  
Lesley Kahn - [leslykahn.com](http://leslykahn.com)  
Elizabeth Mestnik - [emasla.com](http://emasla.com)  
Robert D'Avanzo - [robertdavanzo.com](http://robertdavanzo.com)  
The Aquila Studio - [theaquilastudio.com](http://theaquilastudio.com)

## **Audition Technique and Cold Reading**

Casting Director Risa Bramon Garcia - [risabg.com/for-actors](http://risabg.com/for-actors)  
Casting Director Caroline Liem - [carolineliem.com](http://carolineliem.com)  
Casting Director Marci Liroff - [marciliroff.com](http://marciliroff.com)  
Amy Lyndon - [coldreadingclasses.com](http://coldreadingclasses.com)  
Annie Grindlay Studio - [anniegrindlay.com](http://anniegrindlay.com)  
Holly Powell - [hollypowellstudios.com](http://hollypowellstudios.com)  
Brian Reise - [brianreiseacting.com](http://brianreiseacting.com)  
Margie Haber - [margiehaber.com](http://margiehaber.com)

## **On-Camera Classes**

Christinna Chauncey - [oncameraclasses.com](http://oncameraclasses.com)  
Casting Director Risa Bramon Garcia - [risabg.com/for-actors](http://risabg.com/for-actors)  
Doug Warhit - [dougwarhit.com](http://dougwarhit.com)

## **Commercials**

Hal Masonberg - [halsworkshops.com](http://halsworkshops.com)  
Casting Director Terry Berland - [berlandcasting.com](http://berlandcasting.com)  
Stuart K Robinson - [stuartkrobinson.com](http://stuartkrobinson.com)  
Killian - [killiansworkshop.com](http://killiansworkshop.com)  
Alyson Horn + Ross Lacy, The Commercial Class - [thecommercialclass.com](http://thecommercialclass.com)

## **Voice-Over**

Casting Director Kalmenson & Kalmenson - [kalmenson.com/classes](http://kalmenson.com/classes)

## **Comedy and Improv**

Scott Sedita Acting Studios - <http://scottseditaacting.com>  
Upright Citizens Brigade (UCB) - [losangeles.ucbtheatre.com](http://losangeles.ucbtheatre.com)  
The Groundlings - [groundlings.com](http://groundlings.com)  
Second City - [secondcity.com/training/hollywood/](http://secondcity.com/training/hollywood/)

## **Hosting**

Marki Costello - [becomeahost.com](http://becomeahost.com)

## **Standup Comedy**

Pretty Funny Women - [prettyfunnywomen.com](http://prettyfunnywomen.com)  
Judi Shelton - [judithshelton.com](http://judithshelton.com)

**beaworkingactor.com**

# **SBA Marketing Basics for Entrepreneurs**

*To succeed, entrepreneurs must attract and retain a growing base of satisfied customers. Marketing programs, though widely varied, are all aimed at convincing people to try out or keep using particular products or services. Business owners should carefully plan their marketing strategies and performance to keep their market presence strong. This info can be found at [www.sba.org](http://www.sba.org).*

## **What is Marketing?**

Marketing is based on the importance of customers to a business and has two important principles:

1. All company policies and activities should be directed toward satisfying customer needs.
2. Profitable sales volume is more important than maximum sales volume.

To best use these principles, a small business should:

- Determine the needs of their customers through market research
- Analyze their competitive advantages to develop a market strategy
- Select specific markets to serve by target marketing
- Determine how to satisfy customer needs by identifying a market mix

## **Market Research**

Successful marketing requires timely and relevant market information. An inexpensive research program, based on questionnaires given to current or prospective customers, can often uncover dissatisfaction or possible new products or services. Market research will also identify trends that affect sales and profitability. Population shifts, legal developments, and the local economic situation should be monitored to quickly identify problems and opportunities. It is also important to keep up with competitors' market strategies.

## **Marketing Strategy**

A marketing strategy identifies customer groups which a particular business can better serve than its target competitors, and tailors product offerings, prices, distribution, promotional efforts, and services toward those market segments. Ideally, the strategy should address unmet customer needs that offer adequate potential profitability. A good strategy helps a business focus on the target markets it can serve best.

## **Target Marketing**

Owners of small businesses usually have limited resources to spend on marketing. Concentrating their efforts on one or a few key market segments - target marketing - gets the most return from small investments. There are two methods used to segment a market:

1. Geographical segmentation - Specializing in serving the needs of customers in a particular geographical area. For example, a neighborhood convenience store may send advertisements only to people living within one-half mile of the store.
2. Customer segmentation - Identifying those people most likely to buy the product or service and targeting those groups.

Managing the Market Mix

Every marketing program contains four (or as seen by most marketing professionals, five) key components that are combined into an overall marketing program:

- Products and Services
- Promotion
- Distribution
- Pricing
- Packaging (this one has been added to the official SBA list)

**Products and Services** - Product strategies may include concentrating on a narrow product line, developing a highly specialized product or service, or providing a product-service package containing unusually high-quality service.

**Promotion** - Promotion strategies include advertising and direct customer interaction. Good salesmanship is essential for small businesses because of their limited ability to spend on advertising. Good telephone book advertising is also important. Direct mail is an effective, low-cost medium available to small business.

**Price** - The right price is crucial for maximizing total revenue. Generally, higher prices mean lower volume and vice-versa; however, small businesses can often command higher prices because of their personalized service.

**Distribution** - The manufacturer and wholesaler must decide how to distribute their products. Working through established distributors or manufacturers' agents generally is easiest for small manufacturers.

**Packaging** - This is what brings the idea or the definition of the product to the senses of the consumer. Packaging gives the consumer their first impression of the product. It is used to draw the attention of the consumer to the product. Good packaging always enhances the product or service.

The nature of the product or service is also important in making decisions. If purchases are based largely on impulse, then high traffic and visibility are critical. On the other hand, location is less a concern for products or services that customers are willing to go out of their way to find. The recent availability of highly segmented mailing lists, purchased from list brokers, magazines, or other companies, has enabled certain small businesses to operate from any location yet serve national or international markets.

## **Marketing Performance**

After implementing a marketing program, entrepreneurs must evaluate its performance. Every program should have performance standards to compare with actual results. Researching industry norms and past performance will help to develop appropriate standards.

Entrepreneurs should audit their company's performance at least quarterly. The key questions are:

1. Is the company doing all it can to be customer-oriented?
2. Do employees ensure the customers are satisfied and leave wanting to come back?
3. Is it easy for the customer to find what he or she wants at a competitive price?

# How Can You Become an Audition Reader?

Being a reader can be an invaluable lesson in what to do and what not to do in an audition. Seeing the same scenes played over and over by many different actors can illuminate the reasons why some auditions stand out and others don't.

Being a reader can be fun, educational, and relatively stress-free, since you aren't the one in front of the camera! But remember to take the job seriously. You have a responsibility to be prepared and present for your fellow actors, just as you want the reader to be there for you when you're the one auditioning.

## There are three ways to become a reader for casting:

**1) Ask.** To get on a casting director's reader list is to ask to be on it. If you have representation, ask them to contact the casting offices that they have good relationships with to see if they can enlist you as a reader. If you're unrepresented, just put out the word with people in the business. Make everyone you know and meet, from your fellow actor friends to the casting director who brings you in, aware that you're interested in becoming a reader. If you're feeling especially gutsy you can call casting directors offices directly and just ask.

**2) WeAudition.** [www.weaudition.com](http://www.weaudition.com). WeAudition is the first, largest, and leading Self-Tape video-chat Community for Professional Actors. Find a Reader or **be** a reader any time, right from your device. Join the world's leading international Community of on-demand self-tape readers. WeAudition provides scene partners 24 hours a day, 7 days a week.

**3) Rehearsal Pro.** <https://rehearsal.pro>. David H. Lawrence has put together a very popular app for actors called "Rehearsal Pro." It is available on all smart phones. Download the app, sign in and then go to the area called "Be a Reader." Once there, sign up and follow the instructions. David is very ambitious and hopes to make this a go to place for actors who want to be readers for casting directors. Currently, most of the reading is for other actors who are doing self-tapes but it's growing. This is still a great way to get experience and learn from being a reader.

**4) SAG Foundation and SAG-AFTRA Conservatory.** Contact SAG Foundation (<https://sagaftra.foundation>) and the LA local branch of SAG-AFTRA Conservatory (<https://www.sagaftra.org/los-angeles/local-programs/los-angeles-conservatory>) and asked to be a reader for self-tapes. Both offer self-taping services to union actors free of charge. So, they're always looking for people to volunteer to be readers.



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

*By Wendy Alane Wright, manager and industry expert, Sept. 7, 2017*

- 1.** Remember the Rule of 7's. It takes 7 different interactions with someone before you start to make an impression and a build stronger familiarity. Advertising agencies know this. Take nothing personally.
- 2.** At any first meeting, always ask for and get THEIR business card. Also ask how they like to be followed up with. Then ALWAYS follow up.
- 3.** Write down notes from the conversations/interactions you have, put in your contact book to use next time you speak with people.
- 4.** Pick up the phone and CALL PEOPLE. Refer to your notes when contacting them again, for example... "so, how was your trip to France?" "Did you end up getting the new dog?"
- 5.** Attend Film Festivals and be bold in asking people questions about their projects. Show genuine interest in what's important to them. Find the common ground between you. Don't ask for ANYTHING related to acting.
- 6.** Regularly send industry contact your demo reels, new reels, headshots, resumes, postcards, updates on jobs you book, invitations to your screenings and shows. They will usually say no but always ask. People can't hire you if they don't know you. Make sure they know you.
- 7.** Take bold actions. Invite them for coffee, your treat. Keep your word. If you set up a meeting always do what you say you are going to do. Pay attention to other people's interests. Ask what their HOBBIES are. Get to know who they are outside of their profession.

# The Psychology of Color

*Colors often have different meanings in various cultures. And even in Western societies, the meanings of various colors have changed over the years. But today in the U.S., researchers have generally found the following to be accurate.*

**BLACK** - Black is the color of authority and power. It is popular in fashion because it makes people appear thinner. It is also stylish and timeless. Black also implies submission. Priests wear black to signify submission to God. Some fashion experts say a woman wearing black implies submission to men. Black outfits can also be overpowering, or make the wearer seem aloof or evil. Villains, such as Dracula, often wear black.

**WHITE** - Brides wear white to symbolize innocence and purity. White reflects light and is considered a summer color. White is popular in decorating and in fashion because it is light, neutral, and goes with everything. However, white shows dirt and is therefore more difficult to keep clean than other colors. Doctors wear white to imply sterility.

**RED** - The most emotionally intense color, red stimulates a faster heartbeat and breathing. It is also the color of love. Red clothing gets noticed and makes the wearer appear heavier. Since it is an extreme color, red clothing might not help people in negotiations or confrontations. Red cars are popular targets for thieves. In decorating, red is usually used as an accent. Decorators say that red furniture should be perfect since it will attract attention. The most romantic color, pink, is more tranquilizing. Sports teams sometimes paint the locker rooms used by opposing teams bright pink so their opponents will lose energy.

**ORANGE** - Orange calls to mind feelings of excitement, enthusiasm, and warmth. It's used to draw attention. It's energetic, the color of sunsets and oranges so people associate it with beauty and something refreshing. It is linked to autumn and can sometimes have a dark or even cartoonish association.

**YELLOW** - Cheerful sunny yellow is an attention getter. While it is considered an optimistic color, people lose their tempers more often in yellow rooms, and babies will cry more. It is the most difficult color for the eye to take in, so it can be overpowering if overused. Yellow enhances concentration, hence its use for legal pads. It also speeds metabolism.

**GREEN** - Currently the most popular decorating color, green symbolizes nature. It is the easiest color on the eye and can improve vision. It is a calming, refreshing color. People waiting to appear on TV sit in "green rooms" to relax. Hospitals often use green because it relaxes patients. Brides in the Middle Ages wore green to symbolize fertility. Dark green is masculine, conservative, and implies wealth. However, seamstresses often refuse to use green thread on the eve of a fashion show for fear it will bring bad luck.

**BLUE** - The color of the sky and the ocean, blue is one of the most popular colors. It causes the opposite reaction as red. Peaceful, tranquil blue causes the body to produce calming chemicals, so it is often used in bedrooms. Blue can also be cold and depressing. Fashion consultants recommend wearing blue to job interviews because it symbolizes loyalty. People are more productive in blue rooms. Studies show weightlifters are able to handle heavier weights in blue gyms.

**PURPLE** - The color of royalty, purple connotes luxury, wealth, and sophistication. It is also feminine and romantic. However, because it is rare in nature, purple can appear artificial.

**BROWN** - Solid, reliable brown is the color of earth and is abundant in nature. Light brown implies genuineness while dark brown is similar to wood or leather. Brown can also be sad and wistful. Men are more apt to say brown is one of their favorite colors.

**FOOD FOR THOUGHT** - In the U.S. flag, white stands for purity and innocence. Red represents valor and hardiness, while blue signifies justice, perseverance, and vigilance. The stars represent the heavens and all the good that people strive for, while the stripes emulate the sun's rays. While blue is one of the most popular colors it is one of the least appetizing. Blue food is rare in nature. Food researchers say that when humans searched for food, they learned to avoid toxic or spoiled objects, which were often blue, black, or purple. When food dyed blue is served to study subjects, they lose appetite. Green, brown, and red are the most popular food colors. Red is often used in restaurant decorating schemes because it is an appetite stimulant.

## **TO PLAY WITH COLORS THAT WORK FOR YOU, TRY:**

- What Color is Your Personality? - <http://www.playbuzz.com/benjaminbirely10/what-color-is-your-personality>  
- Adobe Color - <https://color.adobe.com> - Click on both the "Create" and "Explore" menu items and have some fun. The explore menu item will show you recommended combinations. The create button will allow you to play with colors by using sliders until you find a good combo. Make sure you choose the "triad" option so you can play with three colors.

# How To Get a Great Headshot

## Find a Great Photographer!

This doesn't necessarily mean find a photographer who lights and composes beautiful shots, it means find someone who knows how to capture the actors personality! It means find someone you completely gel with. You need to be comfortable being yourself and so you need a photographer who encourages it, not discourages it! You need someone that will have FUN with you and visa versa. Go to their studio, check out their work, ask them questions about how they see you and how will they shoot you. See if it feels right and if they address who you are. Show your paperwork from Mark's class to the photographer and see if they agree. Ask them how they will capture your essences, your personality and your unique qualities. But, please make sure you meet with them before you shoot or leave a deposit. It is a huge mistake when actors don't meet with a photographer first.

## Preparing for a Shoot

Headshots are all about casting. That means you need to get shots that address three things: 1) what's your look 2) what's your personality and 3) can you act. "What's your look" means how you physically cast? Rule #1 in headshots is you have to look the same way you do in your shots as you do in person. "What's your look" is primarily the responsibility of the photographer but you do need to make sure you dress appropriately. "What's your personality" and "can you act" is primarily your responsibility. You need to be relaxed and have fun! That is the key to being "you" and showing us who you really are. The best shots are usually the ones we shoot with friends when we are "messing around." That is the feeling you should try to capture in your headshot session. So come prepared to have fun!

"Can you act" means can you have something going on in your head, behind your eyes and let the camera capture that moment in a shot. The key is to come prepared to act. Come with appropriate dialogue, a monologue or even some personal stories. Think about your types and bring thoughts and ideas that address those types.

Finally, avoid drinking alcohol (or doing drugs) the night before. The dehydration will definitely be noticeable through the lens, believe me! Make sure you get plenty of rest and, as stated above, come prepared to have FUN!! Nothing sells a headshot better than a person who is relaxed and having a blast!!! It makes you, what casting directors call, "like-able!"

## What Should You Wear?

Agents usually define "looks" (or wardrobe changes) in these three basic ways: 1) Professional, 2) Casual and 3) Casual Nice. Professional is usually a nice suit or professional looking button down shirt (whichever is more appropriate for you). Think of an outfit that makes you look successful but not out of your age range. Casual is just that, casual. It is anything from a tee-shirt to a hoodie to a jeans jacket to a leather jacket to a casual layered look, etc. Again, think what most expresses "you." Casual Nice is best described as every Olive Garden commercial you've seen. It is not overdressed or under-dressed, but what you'd wear if you went out with friends or family to a decent, but not fancy, restaurant. It usually entails a nice layered look, a sweater, a button down over a nice tee or camisole, etc. Bring to your session a couple of options for each of those three looks. When you shoot the plan is to get both theatrical and commercial shots for each of those three looks, as well as all of your types in each.

Stick with simple clothing. Texture is great on camera but stay away from big patterns or stripes or florescent colors. And avoid whites if you can (although a white button-down under a suit, cardigan, etc. is fine). Just remember, you want all the attention to go to your eyes, not to the logo on your shirt, the brightness of your clothes, etc. The same is true for jewelry. Little and subtle is fine but anything distracting will ruin it for you. Now that online casting is the norm and casting directors look mostly at 1 1/2" tall thumbnails to cast, the standard shot is chest up. As a result, clothing is not nearly as important as it used to be. The neckline is what matters most.

Remember, great shots are all about your eyes. Pick a color that helps bring them out. A wonderful little secret to finding the best color for your eyes is to look at the iris in your eyeball. The color that is on the outside ring of your iris is almost always the best color to wear for your eyes.

Jewel tones are always best on camera (especially if they match the outside color of your eyes). A jewel tone is the rich, deep color of jewels (emerald, jade, garnet, sapphire, etc.). Basically it is the darker shades of red, blue, green, purple, brown and even black. Pick the colors that work best with your eyes, skin tone and hair.

## Hair and Makeup

Most guys won't need it (unless you are oily all the time, then you'll need a powder). Most women do. Because most photographers shoot natural light, your makeup will look mostly like it does in person. It is okay to go slightly heavier but for the most part do your makeup as you would if you were going on an audition. Remember, Rule #1 in headshots is you have to look the same way you do in your shots as you do in person. If you have any concern about doing your own makeup for camera please get a professional makeup artist.

If you choose to do your own, the only real concern is mineral makeup. They DON'T look on digital or film. They are fine in person but on camera they enhance your flaws thanks to the sparkly minerals they contain. So avoid makeup lines like "Bare Essentials." If you must use a mineral line (or if you are a guy who is shiny all the time) get a decent "blot powder" of some kind to keep the shine down. Mac makes a very nice, camera friendly, affordable line of blot powders. Just go to any Mac counter and ask for one that matches your skin tone (you too, oily guys!). Or if you want to upscale, Bobbi Brown makes fantastic blot powders.

# SAMPLE LINES OF DIALOGUE FOR A PHOTO SHOOT

FEEL FREE TO ALTER THESE IN ANY WAY IN ORDER TO MAKE THEM MORE REAL FOR YOU.

**All American (Boy/Girl Next Door)** - *"I love the smell of a soft rain on a warm September night'." "I don't care what anyone else says, I think life is great." "My Mom is my best friend." "Look at the beautiful sunset."*

**Artist** - *"True acting comes from the soul." "Every time I hear... (pick the most emotional song you know) a tear comes to my eye." "The most profound book I ever read was..."*

**Athlete** - *"Work it, work it, work it... push for the burn." "Dedication is a daily effort." "Nothing beats an early run in the park." "Sweat is good!"*

**Bad Boy/Girl** - *"You gonna' eat that or what?" "I can make you beg if you want." "You looking at me? I knew you were."*

**Best Friend** - *"I love my friends, each and every one." "Oh look, a puppy!" "Let me carry that for you." "How much do you think I paid for this Dolce Gabana, shirt? Ten dollars, thank you very much."*

**Boss (Leader)** - *"Next time we have this talk, you'll be looking for another job." "Work is 90% perspiration and 10% inspiration." "The last company I worked for netted me a three figures income, this one I'll own."*

**Business Person, (Lawyer)** - *"Is that the best you got? Let me show you how a real pro sells." "Ladies and Gentlemen of the jury, there's only one thing missing in this case... a crime." "One more sale like this and I can retire early."*

**Comic Relief** - *"You call that a fart?" "Hey look, I look like Oprah on acid." "I met my significant other at a flu vaccination clinic." "A horse walks into a bar... the bartender says, 'Hey, why the long face?' Get it!"*

**Dad/Mom** - *"I love my kids." "Now how many times do I have to tell you not to paint the cat with cranberry sauce?" "Mommy/Daddy's on the phone..." "Let's take the kids to Disneyland." "Another cookie? Alright."*

**Hero (Leading Man/Woman)** - *"I'll get your cat out of the tree, ma'am." "It's the ones who perseveres that take the prize... and I will persevere." "My recommendation to you is... don't mess with me." "Another crisis... bring it on!"*

**Ingénue** - *"Can you believe Brad actually broke up with Jennifer?" "And when I wasn't looking he put a gorgeous ring on my plate." "When I listen to the ocean I can hear the sound of his voice."*

**Intellect (Scientist/Doctor)** - *"Overreaction is the most visceral of reactions, which is why don't do it." "This is a disease that can be cured." "Intellect has power but lacks personality." "I did my residency in only one and a half years."*

**Law Enforcement (Military)** - *"Put your hands where I can see them and step away from the car." "I believe it is my duty to stand for my country." "This silence is just a calm before the storm. Stay on your guard."*

**Psychotic** - *"You ever had the color red talk to you? I have." "Why do you ask so many questions about my motives?" "Nothing gets me more than the touch of steel against my neck." "I hear the dead."*

**Regular Guy/Girl** - *"Life is good, very good." "Nothing beats a late night ride in an old Chevy pickup on a hot summer's night." "Meat, potatoes and big glass of lemonade... now that's what I call living!"*

**Seductress (Heartthrob)** - *"Can I buy you a drink? I never sip alone." "I would come over, but I don't know if my husband/wife would appreciate it. Oh, why not." "Well, aren't you just the prettiest looking flame in the fire."*

**Slacker** - *"Eight hours of Gilligan's Island on DVD, Fritos with bean dip and no where to be all day... heaven!" "What, spend my hard earned money on laundry detergent, are you out of your mind?" "Did anybody see my toothpaste... oh well."*

**Thug** - *"You got something to say to me, punk." "I suggest you walk away... now!" "Don't even think about trying it."*

**Victim** - *"He'd never do that, he's my best friend." "Please don't stare at me like that." "I'm safe, right?" "Why does this always happen to me."*

**Villain** - *"Last time someone said that, they never spoke again." "I have only one reason left to live is to see you squirm." "Your only hope is me... and that's just pathetic" "They messed with me first and for that I'll see them, in hell."*

# The Standard LA Demo Reel

**These are the rules to editing a great demo:**

- 1) Open with 3 seconds of just your name
- 2) 1st scene, 20-45 seconds. It should be your best scene and feature you. Cut out anything that distracts from you. Start on you and end with you, if possible.
- 3) 2nd scene. Same directions as above.
- 4) 3rd scene. Same directions as above.
- 5) 4th scene, if needed.
- 6) End with 3 seconds of just your name

*It is best if the first three scenes show each of your three types or essences that we talked about in our class. You can have a comedy and a drama version if you want but a combo of both in a single demo is preferable.*

# 3 Tips for Using Social Media for Professional Networking

By Casting Director Jeremy Gordon

Obviously social media is here to stay. As Kenny Loggins told us all in 1982, “Don’t fight it!” This new tool can be a blessing or a curse, all depending on how you choose to use it. Just like Backstage, Facebook and Twitter, to mention a few, can absolutely be tools in your bag of tricks to help make you better, faster, and stronger. OK, so maybe you won’t magically become the Six Million Dollar Man, but you can become a more educated actor.

There are a few key items when it comes to making a good and professional first impression using social media.

1. Profile pictures. Let’s start by being honest. We are a society that judges. We all love to preach, “You can’t judge a book by its cover,” but we all do just that every day. How many times have you received a Facebook friend request and decided in a millisecond if you are going to actually consider this request or not? Why? Firstly, because you’ve looked at their profile picture. This picture will make you want to look further into the request or delete it. You may not want to admit that, but I’d bet it’s true.

I interact with tens of thousands of actors in my Facebook networking group, Casting Directors for Actors. Currently, we have over 45,000 members. Edward Hong and I vet and approve, deny, or block every single membership request. The very first thing we do is look at the profile picture. What does this picture tell us? Since you are using your profile to network professionally, there should be only one answer. Your picture should show us who you are. You can certainly have some flair and personality, but it needs to show you in a professional light. You chose a profession that puts you in the public eye and that highlights certain items on the con list. You can’t just do and say anything you want online because it will come back to haunt you.

Your picture is the very first thing some of us are seeing. If you think you look hot in that bikini or that you look über-cool in your board shorts with an extra large cocktail sloshing around in your hand, think again. Your dog or cat or bunny may look extra cute after a day at the pet spa, but that doesn’t show me who you are. Put a picture of you in that little square and make sure you actually want the world to see it.

2. Initial contact. Since you’ve decided to use social media for professional networking you have to decide what you want your very first message to somebody to contain. I get random messages on a regular basis from actors all over the globe. Often, instead of a friendly note such as, “My name is John and I just wanted to introduce myself and ask a question,” I get, “Can you get me a visa?” or, “I’m really talented. You should cast me!” Dudes and dudettes, first impressions are everything! It is very difficult to bounce back from that little dark corner that somebody puts you in when they think, “Wow...not somebody I want to do business with!” Think long and hard about what first impression you want to make. Networking takes time—even years of genuine conversation and building trust before you should feel comfortable enough to leap into the asking of favors. Just as you would not take kindly to some random person asking you for something the very first time you speak, the same holds true online. Live your online life the way you live your three-dimensional life!

3. Content. Now that you have a smart, fun, and professional profile picture and you’ve fired off a few well thought out networking messages, what type of content are you putting on your page? You do have the right to a personal Facebook timeline and it might be more advantageous for you to also have a professional “fan page” from which you can communicate. Just like you keep your personal page updated with all that is going on in your life, you should keep your business page updated with all that is going on there. You can post your headshots, your résumé, your demo reel, or clips of your work. You can post announcements about your recent bookings and when the next episode of your show is going to air. If you don’t have anything going on for you work-wise, well then you may want to take a look at that and do something different, but that’s a whole other advice column! See you there!

**List of Casting Directors on Twitter** - <https://twitter.com/marciliroff/casting-directors>

**Site to Get Fans on Social Networks** - <https://www.karmalicity.com>

# HOW TO GROW A SOCIAL MEDIA FOLLOWING THAT WILL ELEVATE YOUR CAREER

## Understand your Branding

Knowing your public brand image (different than your casting brand) helps to define and curate the type of content you are posting. For example, if travel inspires you and you travel often, make sure to include it in your public brand. Pick three things that resonate with you most.

## Strive for Better Content

Investing in a DSLR camera, linking up with photographer friends and/or learning basic mobile photo editing can create a drastic difference in your following and engagement (likes/ comments). Always be telling a story, remember, a picture is worth 1,000 words.

## Consistency is Key

Posting quality images and content within your brand points on a CONSISTENT basis (every two-four days!) will not only keep your viewers engaged, but application algorithms actually prioritize your content in people's feeds!

## Time Management

For Instagram (definitely the priority), organize all of your content into "albums" on your phone for quicker access. Put your hashtags into a note (and hashtag properly!) before you post your content so it is ready to go. Edit photos and videos beforehand so you aren't struggling the day of. Efficiency will make sure it stays fun and easy!

## Engage

Now that your pages are growing (BRAND, QUALITY, CONSISTENCY), use your new growth to get the attention of the industry decision makers. Respond to direct messages and build a new network via social media. Well done!

---

Written by actor/influencer **Ryan Walker, of TSMA**. Ryan is the founder of TSMA, the leading social media consulting and educational platform for entertainers. He currently teaches regularly at SAG-AFTRA Headquarters and nationwide at agencies and locals. Follow/reach out to Ryan on Instagram @lamryanwalker.

At TSMA, we work closely with entertainers to create a hands-on approach to growing your social media following organically and efficiently, partnering with brands (\$), and booking more work through your social media.

**Actors** - Interested in making more industry connections, monetizing your following, engaging real long-term fans and creating beautiful content? We walk you through a step by step process to manipulating the Instagram algorithm to grow to influencer status, generating beautiful content consistently and making real life industry connections that lead to work.

**Singers/Dancers** - Building a following in the dance/music industry is one of the major keys in these days to getting your talent noticed (think Justin Bieber). We can guide you to do just that.

Have an EP releasing soon? Want your dance videos and choreography to go viral? It all happens through social media and using a tactful approach.

## OUR RATES

We pride ourselves in being the most cost-effective and value providing company in the business. Our reasoning? You succeed, we all succeed. Private Consulting (Mark Atteberry Friends and Family rate) - \$85/Hour (2hr Min.) Heres how it works: Send us an email at **Ryan@TSMAConsulting.com** and we will do a free diagnostic of your pages over the phone. However long that takes, we wont charge you a cent! In our experience, our students learn everything they need in only TWO 2-hour sessions.