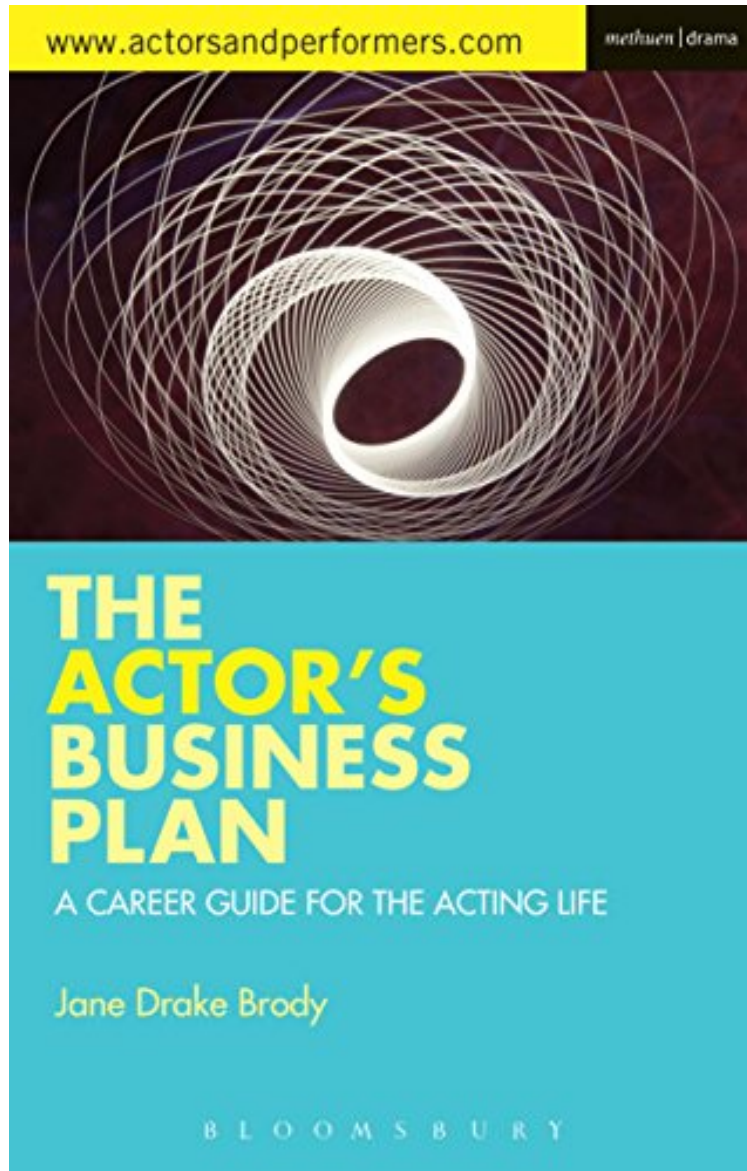


(Mobile pdf) The Actor's Business Plan: A Career Guide for the Acting Life (Performance Books)

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Jane Drake Brody

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Actor's Business Plan: A Career Guide for the Acting Life (Performance Books):

4 of 4 people found the following review helpful. Shawn D-VBy SusanabeitaJane Brody's "The Actor's Business Plan" was a very helpful book as a young actor. I've always thought I'd have to enter the professional world blind sighted

after college, but after reading this, I have a clear vision and plan for my career. Jane writes about the truth of being an actor, and how you must be ready with a plan in order to get the best outcome of what you want in your career. She doesn't beat around the bush, but instead tells you the straight truth in a realistic sense. I recommend this book to every actor who takes their career seriously, but doesn't necessarily know how to plan ahead for this business. It helps, trust me. This book leaves you determined to follow through your plans and make sure they go through. 1 of 1 people found the following review helpful. Applause, applause! By Joyce McGreevy I was hooked from the moment I read the back cover. No less than three acclaimed actors--including an Emmy award winner, an Oscar nominee, and an Encore winner--have heaped major praise on Jane Drake Brody's acting principles and techniques. After reading it, I see why. Brody, an award-winning casting director, director, actress, and teacher, who has coached Eric Stonestreet, Michael Shannon, Harry Lennix, and many other distinguished actors, has distilled her wisdom into a highly engaging and practical guide. This is a must-read for acting students, acting teachers, and anybody who wants to know how the acting business really works. The Actor's Business Plan is out to break new ground and it succeeds superbly. Brody takes the reader step by step through the development of a five-year plan; offers a wealth of resources about markets for television and film; and demystifies several of the myths about the business. Along the way, she charms the reader with delightful memoir, wise insight, and frank commentary. Above all, this very affordable guide is designed to be a reference that you can go back to again and again, for years. 0 of 0 people found the following review helpful. The New Standard By Venture Video I teach seniors in a BFA Acting and Musical Theatre program. Their final course, covering 'the business' and auditions, has always been the most challenging of all our courses to teach - there is just so much material to cover to help these young actors prepare for the profession. The Actor's Business Plan has made the job much, much easier. Jane Brody's book has a curricular flow, professional savvy and no-nonsense personality that is perfect for these young professionals. From cover to cover the author offers an acting primer while staying true to the book's cover. This professor says: "Recommended reading for performers and artists both young and old!"

The Actor's Business Plan is a self-directed practical guide for actors graduating from formal training programs, as well as for those already in the business whose careers need to move ahead more successfully. Using the familiar language of acting training, the book offers a method for the achievement of dreams through a five-year life and career plan giving positive steps to develop a happy life as an actor and as a person. It assists performers to flourish using the same kind of business/career planning that is a necessary part of life for entrepreneurs and business people. This introduction to the acting industry provides essential knowledge not only for how the business actually works, but also describes what casting directors, agents, and managers do, demystifies the role of unions, discusses how much things cost, and offers advice on branding and marketing strategies. It differs from other such handbooks in that it addresses the everyday issues of life, money, and jobs that so frequently destroy an actor's career before it is even begun. While addressing NYC and LA, the guide also gives a regional breakdown for those actors who may wish to begin careers or to settle in other cities. It is loaded with personal stories, and interviews with actors, casting directors, and agents from throughout the US. The Actor's Business Plan is the answer to the common complaint by students that they were not taught how to negotiate the show business world while at school. It is the perfect antidote for this problem and can easily fit into a ten or a thirteen-week class syllabus. Offering support as a personal career coach, empowering the actor to take concrete steps towards their life and career dreams, The Actor's Business Plan: A Career Guide for the Acting Life is a must-have book for actors who are determined to be a part of the professional world .

"a smart approach, and one that I think will make the information very accessible to young professionals in the industry"; Melia Bensussen, Chair, Performing Arts Department, Emerson College, Boston "Since actors spend much more time seeking and preparing for roles than actually acting, a career in acting should be viewed as a business. An actor, like any other professional, needs career plans, which pretty much sums up the main message of this work by veteran actor, director/producer, and agent Brody. Individual chapters cover the development of a five-year plan to achieve one's goals, getting an agent, and trying to land a job in a desired theater. Also covered are topics such as taking coaching classes, trying out for roles, handling life-plan obstacles (e.g., student debt), and dealing with business expenses (e.g., headshots, union fees, relocation expenses, or health insurance), along with tips on how to make contacts and write query letters or resumes. There is a section on what casting directors, agents, and managers actually do. The second half of the book focuses on the major acting centers of the country: Chicago, Minneapolis, New York, Los Angeles, Austin, Philadelphia, Atlanta, and the Washington, DC-Baltimore area. For each of these areas, the author provides a selection of agents, casting directors, photographers, drama schools, management, and theater companies with contact information. Summing Up: Recommended. All audiences." - CHOICE About the Author Jane Drake Brody is an award-winning casting director for her work on the film Fargo. She taught acting for the past thirty years. She specializes in all forms of auditioning skills both on and off camera, and has received awards for teaching, directing, and acting throughout the US.