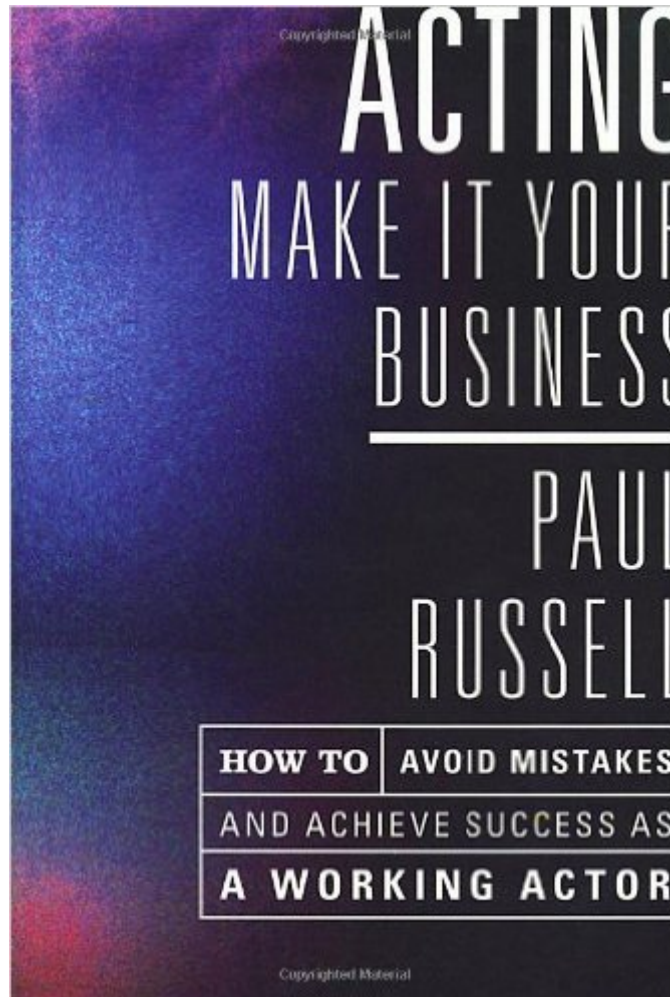


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# Acting: Make It Your Business - How To Avoid Mistakes And Achieve Success As A Working Actor



## Synopsis

Acting: Make It Your Business, written by an award-winning, veteran casting director, puts the power to land jobs and thrive in any medium - stage, film, TV, or the Internet - directly into the hands of the actor. This blunt, wise, and often hilarious guide overflows with cutting-edge audition, marketing, and networking strategies, combining traditional techniques with those best suited for the digital age. Well-known actors and powerful agents make cameos throughout, offering newcomers and working professionals alike a clear-eyed, uncensored perspective on survival and advancement within the entertainment industry.

## Book Information

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## Customer Reviews

I have seen a few bad reviews about this book but from what I can see they are from, want to be stars who think that they will be discovered without training or education. I am a full time entertainer and principal SAG actor. The acting world is about work work work, presentation and commitment just about EVERY DAY. It can be frustrating and most actors including myself are very sensitive folks and feel beat down at times trying to win an audition. More so than most folks feel. As a professional actor I am required to go to areas of my personalty and emotional state that many hide from. This book validates that as being OK. An actor goes to more job interviews than most (auditions) and suffers rejection more than most ( not getting a call back or knowing how you did at they audition) This book is a great assist to bring the person who desires a career in acting to a more professional level. To be able to created marketing materials in a professional manner and to know what the casting director is looking for is so essential. As a professional we hope to know what the

director is looking for and add our creative flair to their desires during the audition process however it is just sometimes a voice or look that you did not have during the interview, not your lack of talent. I purchased this book about a year ago. Read it from cover to cover and then took the course in NYC. Yes, there are some opinions that some may not like but get over it. The meat of this book is marketing and how to better sell yourself as an actor. Acting is a full time job that you do not always get paid for. For every hour of film or theater time you have hundreds of hours marketing yourself.

I've been acting for pay (and sometimes without pay) since 2005. I wish I had come across this book sooner, because it would most assuredly have helped me - a lot. As I turned the pages, I often found my head nodding and my lips silently uttering "oh yes, oh my, and sometimes - oh no." OK, so maybe I had already discovered many of the tenants offered by Mr. Russell. The trouble is, or was, that I didn't understand them earlier. I had to learn much of this stuff the hard way - through the proverbial "school of hard knocks." I do not recommend that approach! Read *Make it Your Business* instead. And I certainly hadn't learned everything. Paul Russell offers a straightforward and honest casting director's perspective; but he has also enlisted his "group of 8" actors as well as the opinions of other casting directors. In his Introduction, Mr. Russell writes "I want to give back something more than a "thank you for coming in today." The time has come for me to share with actors what they cannot see for themselves - to offer industry insight gleaned from both sides of the audition table." And that's exactly what he's done. This book is not about technique. For that, turn to any number of good titles including Sanford Meisner on Acting, Paul Kuritz's *Fundamental Acting*, and Stella Adler: *The Art of Acting*. I'm sure there are many others. This book is about the business of acting, as suggested by its subtitle *How to Avoid Mistakes and Achieve Success as a Working Actor*. He covers the basics in chapters such as *Training for the Actor*, *The Picture and Resume*, *Cover Letters*, and *Actor Marketing*. The subjects of *Auditions* and *Agents* each receive three chapters. Another chapter discusses *Training*.

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