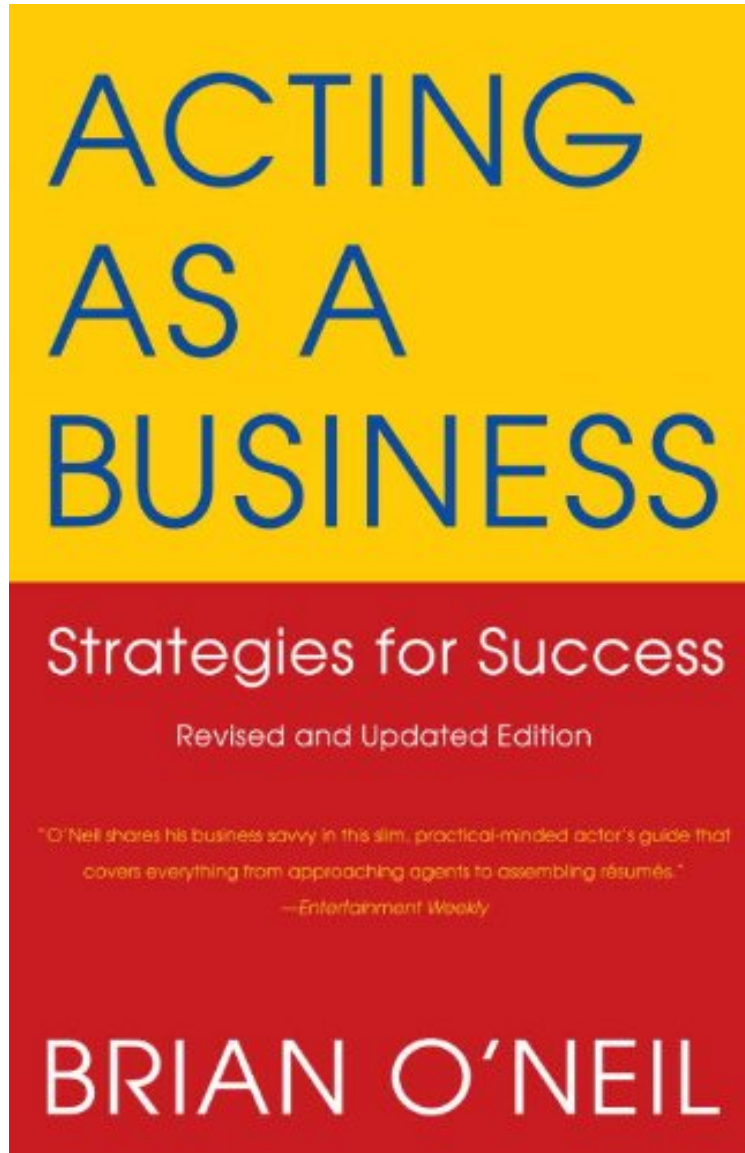


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## Acting as a Business: Strategies for Success

*Brian O'Neil*

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**Brian O'Neil : Acting as a Business: Strategies for Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Acting as a Business: Strategies for Success:

3 of 3 people found the following review helpful. Why this book is valuableBy BA from CTIf you want to give yourself the best chance at getting work as an actor than you need to try and get auditions for projects prior to the casting process and the release of breakdowns. Once a project is listed in Backstage, Actorsaccess, or the Breakdown service, than the casting director will receive hundreds of submissions and you will be lost in the shuffle if you do not have good representation, which most actors don't have. This book tells you where this information is. This

information allows you to seek out auditions for projects that are in the planning stages instead of waiting around for somebody else to hold an audition. This gives you more control and allows you to be proactive instead of reactive. Which in turn gives you added peace of mind and makes it easier to persist. For some unknown reason, other acting business books do not include this information. This is why this book is so successful. It has information the other books don't have and so people keep buying it. The information given in this book is only of value if you actually do what it says. It's not something you can do in a month. It will take time and a ton of discipline but, if you really want to become an actor this book gives you real information that will increase your chances of success. 0 of 0 people found the following review helpful. To Act is to Live a Dream By Michael Tomasetti It's a cliché, but it's really tough to make a living acting. There I said it. Now that the obvious is out of the way, let me say that Brian O'Neil's book will help you take a machete to the thickened forest that is the acting world. A professor once told me that Hollywood was the blending of art and commerce and, although not everyone who wishes to act goes to Hollywood, they would do well to heed that advice. Brian O'Neil makes a strong case for marketing and selling yourself, and creating targets to Casting Directors and Agents to see your work. What they never teach you in Theater School, is how to make a living as an actor. This book will do just that. I find O'Neil's book to be straight forward and direct, unlike other acting books that ramble on with too many anecdotes from any actor who just puts their two cents in. (I'm aware that I may be accused of being just that kind of actor by writing this review.) The book is novel in the fact that it shows you how to take your "craft" and construct solid business skills so that you can take control of what you can control in this business. Highly recommended. 0 of 0 people found the following review helpful. ... experience in this competitive and challenging often difficult but fun business. By Jean Tuite A lot changes when you are making the transition from acting as a hobby to money making hobby and then on to trying to make it into a business and Bryan explains a lot of that here and has years of valuable experience in this competitive and challenging often difficult but fun business.

An essential handbook for actors—a modern classic—in a newly updated edition. Since its original publication, *Acting as a Business* has earned a reputation as an indispensable tool for working and aspiring actors. Avoiding the usual advice about persistence and luck, Brian O'Neil provides clear-cut guidelines that will give actors a solid knowledge of the business behind their art. It's packed with practical information—on everything from what to say in a cover letter to where to stand when performing in an agent's office—including:

- How to craft a winning theatrical resume
- The most effective ways to join the performers' unions
- Tactics for getting an agent
- Strategies for finding work in the theater, on daytime television, and in independent films
- Navigating the different customs and cultures of New York and Los Angeles

O'Neil has updated *Acting as a Business* to keep up with the latest show-business trends, including how best to use the Internet, making this new edition no actor should be without.