



Actors Working: The Actors Guide to Marketing Success

Clair Sinnett

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Direct, enthusiastic advice for actors on how to market themselves and flourish. The author's core idea is that professional actors are sole business proprietors, and for their businesses to be successful, they must understand how to develop, package, finance, market, promote and sell their product. The actor is going into business for him/herself, and the steps needed to succeed in the business of acting parallel those of any other business. The deeply experienced and credentialed author explains how to

- * design a comprehensive marketing plan
- * utilize promotional tools and strategies
- * create exposure and interest
- * develop tools for confidence
- * gain the winning edge

The CD-ROM contains resume templates, worksheets, industry contacts, actor's resources & information, a reading list and reference material.

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