



The Business of Acting: Learn the Skills You Need to Build the Career You Want

Brad Lemack

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Talent has little to do with who becomes successful in the business of acting. What can impact your chances for success more than anything else is learning how to be a smart, empowered actor.

The Business of Acting: Learn the Skills You Need to Build the Career You Want will teach you the four critical, pro-active skills every actor needs to know and to implement them to begin or to jump-start your career journey.

In The Business of Acting, you will learn how to generate professional opportunities; how to survive and thrive through the transition from student to professional performing artist; how to choose the right representation; how to partner with casting directors; how to have a head shot that really works for you; how the unions work for and against actors; how to conquer emotional, physical and fiscal fitness; how the laws of perception and behavior can impact a career; how to use publicity, marketing and PR in support of your career; how to create a personal business plan; and how to set realistic, achievable goals.

With a foreword by Emmy Award-winning actress Isabel Sanford, star of the long-running series "The Jeffersons," The Business of Acting has been called a "must-read" by Back Stage West.

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Many Shirley:

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