

TOP 10 SECRETS OF A

HOLLYWOOD TALENT MANAGER



**BEST
SELLER**

WENDY ALANE WRIGHT

Welcome to Top 10 Secrets Of A Hollywood Talent Manager

Thank you investing in yourself and in your career. In this Audio Series I am going to teach you my top 10 Secrets Of A Hollywood Talent Manager to help you build your acting career. In Los Angeles I manage actors, singers and models that work in TV, Commercials, Print and Film. I work everyday with Casting Directors, Writers, Producers, Directors and Actors. I have been in this business professionally for 26 years, since 1990. I am happy to share with you my secrets.

**So now no more preamble, let's get right to your
Top 10 Secrets Of A Hollywood Talent Manager !!**

1) Your Headshots Must Match Your Type

When you are getting your headshots done it's important not to create just a pretty picture. Your headshots have to say something about the type of characters you can play. You are selling an idea of yourself to casting directors, producers, and writers. They receive a ton of submissions up to 2,000 headshots for each role. You have to clearly stand out and make a statement about who You are.

Example: If you are an innocent schoolgirl type, having pictures of you with too much make up in a revealing outfit betrays your type. It confuses casting. If you are going to play the nerdy guy, then pictures of you in a leather jacket looking tough or cool is just confusing. – Even if the picture looks good. You are selling a brand. You must sell it clearly.

You need to identify the 3 main types of characters you are immediately associated with and then your headshots should match those types.

Let's say your 3 types are: tough guy, criminal/gang banger, and insane person. Your headshot should look like that. Submitting headshots in a business suit with a smile will NOT help you get those tough guy, criminal/gang banger roles that you are most likely to play. You need to dress like the essence of the character.

2) Your Acting Clips Must Match Your Type.

HUGE SECRET!!! Your clips are very important. A submission without a clip is almost never seen. **Acting Clips serve 2 purposes;** The obvious purpose to show your acting skills to casting and **the 2nd purpose: TO EXPLAIN YOUR TYPE TO CASTING.** When casting sees 100 people they want to know - Who is the leading lady? Who is the gangbanger? Who is the bully? Who is the Cop? Who is the teacher? Who is the scientist? Who is the nerd? Casting directors separate people into groups so they know where to cast actors. Make it easy for them. Your Headshot and Acting clip should show them clearly **which group to put you in.**

Guess what? No.... actors can't play everything. You can't play everything. Only amateurs say that. The fact is you will play what you are closest to in reality. End of discussion.

Your acting clips explain your type. Often when actors first start out they take every project they can get and shoot everything from an ice cream man in a park to a drunk at a party. Then they use those clips for their reels. Clips that are too far away, or on a stage will not work. Don't use that. We need to see your eyes.

You don't want to confuse casting by sending them clips of every little project you have ever done while you were getting experience. Something is NOT better than nothing. You are better off with 1 solid clip that is your type. You want to be very specific with the information you are delivering to Casting. Or you won't get called in for auditions, plain and simple.

Example: If your type is a professional- a lawyer, a businessman or a doctor, you should give them a clip or two of you playing those types of characters. Keep it simple and clear. Be sure when you do create acting clips that you are the main focus of the work and not another actor. Don't submit clips where another actor has the main role or the best dialogue. Keep the scene focused on you.

You are selling a type you are selling you, not someone else and the 30 seconds the casting director is spending looking at your materials should make a clear and precise explanation about your type! To see how to find a good monologue or scene for your acting clip see # 4 below.

3) FIGURE OUT YOUR TYPE - Type Exercise

You need to figure out your type. This is one of the only times in this audio course that I am going to refer you back to my website. I offer a Type Assessment that will help you identify the top 3 types you are likely to be cast as. It's really important you know that. I have forms you can hand to people so they can circle the choices they most associate you with.

If you ask 50 strangers how they see you at first impression you will understand how casting will see you at first impression. Your family and friends know you too well and can't give you an objective picture. Don't ask them.

Casting Directors are strangers and they see you the way a stranger does. Casting Directors cast actors who have the essence of the character. They judge your first impression to see if that essence fits the role. Did you know that?

That means if you walk in a room and let's say you have very aggressive energy, they are going to put you in an aggressive role because it would be hard for an audience to see you any differently. No one would associate you as a shy, quiet type. So you

won't get cast as a shy quiet type. Your own essence can't be denied. If you are a shy girl, who naturally speaks gently and sweetly casting will likely put you in a role that is more similar to that, her real essence.

Why cast close to the character? Because it is easier for an audience to believe the story is true if the actors are similar to their characters. -the subconscious mind and all.

4) Get Monologues, Speeches or Scenes from TV shows

There is lots of juicy info here.... Actors when you are just starting out, you typically do not have acting clips or a demo reel. Often I suggest to my clients to create one. When they start booking work you can replace it. But to get started, it's a great idea and a short strong clip will help you show your acting skills when you are submitting for student films, webseries, short films etc.

TO FIND GOOD SCENES OR MONOLOGUES **My secret tip** is to record TV shows that have characters close to your type and find good scenes or monologues from them. For example lets say you are going to play a cop. Watch cops shows, record them and when you see a character on the show giving an amazing speech about something – (that's when one character in a scene is doing most or all of the talking) – write down what they are saying, all of the dialogue and use that as your monologue.

After you learn it - put your whole heart and soul into it, record it in front of a blank wall from the waist up. We need to see your eyes and expressions. Those are the most important things. We need to see that you **MEAN IT**, that you **MEAN EVERY WORD YOU SAY**. If you don't, or if we feel you don't it means your acting isn't strong enough yet, not believable yet and you need **MORE TRAINING**. Period.

Your clip also must have good lighting and good sound. Then you can use that clip for DEMO purposes only. Upload the clip to your ActorsAccess.com account or other online profiles. Send it with your submission. Using these methods will ensure you have well written material. Poor writing can make anyone's demo bad. So you want your demo reel to be good!

TURN SCENES INTO MONOLOGUES: You can also take a strong scene and turn it into a monologue. Ask your acting teacher to help you if you need assistance with that.

5) Write Directly To Producers / Directors c/o their Guilds

This is a Super, Duper Secret that 99% of actors don't know and will **never** do. Producers, Writers and Directors do not get 5,000 submissions a day like casting Directors do. They are not inundated with never ending mail and actors reaching out to them. That's why reaching out to them directly is a great way to get on their radar. But before you take this step **you need to make sure all of your headshots and demo clips are professional and really good**. Doing this too quickly will make a bad impression.

Most producers belong to the Producers Guild of America, Directors belong to the Directors Guild of America, otherwise known as the DGA and writers belong to the Writers Guild. As members of these guilds, if they receive mail there, the guild will forward the mail to their member, right? That's great way to have your personal letter, headshot, resume and demo reel hand delivered to the person you are trying to reach.

It is important that when you do write a letter to a producer, directors or writer that you are 100% professional. No begging or pleading for an acting job. You must approach them like an equal who is a professional and wants to collaborate on a future project. Your message should simply be you have watched their work - list specific projects they have done that you have watched – state that you would like to collaborate with them on a project. Tell them you have enclosed your headshot, resume and acting clips for them to watch and if they feel interested on you as an actor you would be love to speak with them. Give your contact information. If you don't hear back, that's okay.

In a few months send another professional note and include new clips from new acting work you have done. Those clips must be professional and very, very good. Anything mediocre will leave a bad taste in their mouth and ruin the contact. So don't just send anything. Wait until you have great material before you take this approach. But definitely take this approach, because you never know where these self-introductions can lead.

6) Raising Your Chances Of Getting an Agent

Reach out to Agents by sending them an email. You can find many of their email addresses on IMDB PRO. Yes it is ok.

Your email to an agent MUST make it easy for the agent to review your materials. When I am pitching a client to an agent I always drag their photo directly into the body of the email so they agent or manager doesn't have to go open another file AND they can see your face immediately.

I write the actors name, age range and type of characters they play so the agent knows what I am selling.

Then I put a link to their online profiles at Actors Access and Casting Networks and I also add links to their acting clips on You Tube. Make sure you have your acting demo reel or clips on You tube. No one wants to open an attachment they aren't familiar with.

When you include your resume **make sure it is attached as a PDF** otherwise the text will come out all over the place. That will make you look unprofessional and like you didn't even know what you were sending out.

In your email to potential agents and managers address it to their names. No group messaging. Simply state you are looking for an agent or manager and want to see if you might be a good fit. Tell them you self-submitting for work continuously; mention your training and who you are currently training with. If you have relationships with casting directors already list them. If you book, or get callbacks for 75% of the auditions you go on, tell them. If you have recently booked co-stars or guest stars on TV, tell them. If you have recently booked principle work in a feature film or a webseries, tell them. This is the kind of thing they want to know. **They want to make Money and they want to know how you are going to make them money.**

If you are submitting to a Commercial Agent attach a link to a commercial clip or reel. If you are submitting to a Theatrical Agent submit clips of your theatrical work. Keep it simple and do not beg, plead or give a long drawn out sob story or cheerful life story. That will just be deleted and no one will respond. Keep it short, sweet, friendly and professional. Always be professional. If you can make them laugh – even better.

I suggest after you submit to Agent and Managers by email, write a handwritten thank you note thanking them for reviewing your submission and mail it to them snail mail. Tell them you know how busy they are and you appreciate their time. **Extra Secret:** Send a note or card thanking them 2 days in a row. That means make 2 cards and send them two days in a row, back to back. That will make them curious and prompt them to at least review your submission. No one else will be doing that so they will be curious. Curiously opening your submission is better than straight in the trash, right?

7) Target CDs follow up every 3-4 months

You have probably heard of CD Target Lists, which means; make a list of Casting Directors you need to meet. Look at IMDB Pro to see who casts the shows you are right for. Write down their names and try to get in front of them over and over.

CASTING DIRECTORS YOU MEET AT WORKSHOPS OR NETWORKING EVENTS

If you do workshops and have met casting directors keep them in the loop about your career. Every 6 months send them a post card. Tell them what you have booked. Plan on doing this for the next 10 years. You want to be recognizable to casting directors, not a stranger. Casting can't hire people they don't know. They need to know who you are. Many Casting Directors have a Bulletin Board in their office where they tack up the actor postcards they receive. G. Charles Wright from the middle is one such casting director. **True Story;** when my client Victoria was in G's office for an audition she saw her postcard on his board. She was so excited! He told Victoria he looks at his board for actors and then calls many of them in for auditions right off the board. So you see it pays to stay in touch.

STAY IN TOUCH WITH CASTING DIRECTORS YOU MEET AT AUDITIONS

Also keep a list of the Casting Directors you audition for and when you are at your audition ask the person who checks you in for the audition how to keep in touch with the casting director. Do they have an address or an email? Then after your audition - follow the casting director on Twitter, Facebook, Linked In, and the Gram. There are so many CDs and industry people on twitter these days.

DON'T BE SELF-CENTERED

Use this technology wisely. It's not all about you (even though it is) Keep an eye out for THEIR accomplishments, hobbies and interests. Good Relationships are never one sided. Look for ways you can reach out to them to give something into their lives. For example if they win an award send them a congratulation card in the snail mail. If they are volunteering for a charity see how you can help. If you see they are big into rescuing dogs you might send them an article you read about a really good dog rescue story. Try to find ways to connect with them on their level, ways that are not all about you.

Remember the golden rule "People hire people they like." Casting Directors are no different, they are just people. Be likable. I suggest you read the book "How To Win Friends and Influence People," by author Dale Carnegie. It is really one of the most important books you will ever read.

8) Volunteer with SAG- AFTRA Charities, or Other Film Industry Charities To Network and meet players.

CRUCIAL SECRET: BUILD RELATIONSHIPS OUTSIDE THE AUDITION ROOM.

Meeting people outside the audition room, in territory that is close to their hearts is a great way to start building relationships. When you attend a charity event or work on a food line at a soup kitchen together with a person from the industry you connect as human beings.

Yes, you are an actor and they are a casting director, producer or writer but you are people first. Natural and spontaneous conversation can take place. Jokes can be had. Conversations can be about anything and you are working together for a good cause. That makes people feel good and can give you a chance to bond over something not related to work or acting. You might even make a friend for life and that should be the goals: to build new and rewarding friendships.

The SAG-AFTRA office in your area may list charity opportunities on their website or give them a call. Again watching twitter or Facebook of the people you are trying to meet you see what they are involved in and it will give you ideas of how you can get involved with things outside of yourself.

Everybody needs friends, especially friends who can move your career forward, and you theirs. Look for charity events where industry people serve and do good work

and go help out. Have fun! Don't be afraid to invite people for coffee, to ask questions about them and get to know them.

CALL PEOPLE BY THEIR NAME. The sweetest sound to a human being is the sound of their own name. Make sure you REMEMBER people's name when they tell you and NEVER forget it. That will help you STAND OUT from all the people who don't care enough to even listen and remember. People care about people who care about them.

9) Create own content. Hire recognizable faces and cast yourself.

Shoot your own films and cast yourself. Nothing makes you feel more powerful than taking your career in your own hands. Instead of sitting around waiting for other people to give you roles, why not give them to yourself? Find a story you really want to tell, ask writers for scripts to read, find a good book to turn into a movie or a short, pick the role you want, give your self the role and shoot the project yourself.

You can Fundraise for your project on Indiegogo or Kickstarter, hire a production company, shoot it edit it and get it out there. You can send your project to your contacts, or enter it into film festivals. You will feel like a professional at a different level because you are no longer one of hundreds of thousands of actors desperate for work, you are an actor creating work and collaborating with others. You are a pro.

This is an important mental shift that can help you realize show business is a collaborative art that you are equally and importantly a part of. Nothing gets done without an actor, a producer, writer, or director. It takes a team. Doing your own projects will help you see this business as a professional and you will learn how the filmmaking is done. It will give you respect for all the different jobs that people do on a film and give you real experience in the collaborative process.

You can make good friends out of those collaborations that could lead to future work. They may bring you in later as an actor on a project they are involved in. Make every contact count. You want to approach people in this business as a collaborator as a filmmaker.

Additionally, you are hiring people and that puts you on a new level. Hiring people gives you access to people who normally won't respond to you. People respond to MONEY. When you are shooting your own project, you can hire working actors who are already recognizable. Professional actors work for money so include in your budget \$ 1000 - \$3,500 to hire a recognizable actor for the day, or week.

You can find ideas for character actors in every movie and on IMDB. It can't hurt your project to have a recognizable face involved. There are different kinds of actors people who with star names like Tom Cruise and others who have recognizable faces. That means you have seen them in things, you can't remember their names but you recognize their face. Hire one of those recognizable actors for your project.

Then the next time you speak with a director, producer or writer you can converse with them as a professional with experience which opens up a whole new level of conversation and things you may have in common to talk about. I read a ton of books on how to shoot your own project before I shot my first 25-minute short film. It was great fun and I am doing it again. I love filmmaking and it will make you feel more confident ...and this business is all about confidence.

We are now at number 10.

10) BUILD YOUR NETWORK OF CONTACTS

Network at film festivals. Get Business cards and bring business cards and USB drives with headshots, resumes and acting clips/demo reel

Go to lots of Film Festivals. Watch movies, stay afterwards and listen to the directors and writers talk. You will learn a lot. Ask intelligent questions about the movies you just saw, go up and introduce yourself afterwards. Ask if you can give them your acting clips and resume. SECRET: When they say sure, hand them a USB drive with all your materials on it - headshots, resumes and acting clips/demo reel. That makes it easy for them to stick your info right in their pocket and not have to carry around your headshot.

Also give them your business card and ALWAYS be sure to get their business card. When you get their business card write a note on the back of it about what you talked about with them and where you met them. It will be easier to reference that conversation when you reach out to them again next time. Hey Bob, I met you at the Milwaukee Film Festival we talked about your trip to Paris, etc.,

Add their contact info to your contact book and keep in touch with them the same way you keep in touch with casting directors. Follow them on twitter, invite them for coffee, send them clips of work you do, congratulate them on their projects, and share their work on your social media - be of service to them. Take bold action. Don't be afraid to make friends or talk with people. Everybody needs real friends. Just don't be a user. Don't come off like a user. Be a giver. Add to people's lives. Ask about their hobbies, what are their dreams and goals? And think of ways you can help them get there.

You can get your business cards on vistaprint.com make sure you put your website information and your picture on your business card.

11) Stay focused. Get Organized. Put Everything On A To Do List and Then Right Into Your Calendar

To succeed at anything you must continually take action in the direction of your goals. Staying organized and focused on what you are doing is critical. If you stop

taking action, you will get derailed and lose momentum. You need to keep on moving in the direction you are going, keep the momentum.

Don't spend time questioning what you are doing, or second-guessing yourself. Time wasted on doubting yourself is time you are not taking action. And taking action is the only thing that will move you forward. If you are not moving forward you are stagnating, or procrastinating, or making excuses. Do you want to be a winner? Anyone can succeed. YOU can succeed. Don't be one of those people who make excuses. Be one of those people who take BOLD action. You deserve to have your dreams come true. You really do.

USE A CALENDAR

To help you keep moving forward I suggest you create a to do list of every thing you have to do, then break it down into small doable steps you can take daily and **put them directly into your calendar**. That is the critical part most people won't do. If you put things on your schedule in your calendar you will do it, hopefully. Having a to do list by itself can look like a huge mountain you have to climb and it can feel overwhelming. But if you break things down into smaller tasks that you can handle your goals become easier to manage and to do.

EXAMPLE.

Lets say you want to create an acting clip of you playing cop for your online profile. You need to break that goal down into steps - find the material, find a professional company to shoot it or find a place you can shoot it, shoot it, upload it to your online profiles, send it out to your contacts.

They key to success is to break that down into smaller steps and put them on your calendar like this –

- Sunday you are going to look at your DVR and program a bunch of top cop dramas and you tape them
- Monday and Tuesday you are going to watch the TV shows and pick the dialogue. Wednesday you are going to write all the dialogue down.
- Thursday you are going to memorize it.
- Friday you are going to practice it.
- Sunday you are going to shoot it.
- Monday you are going to edit it and up load to your online profiles.
- Tuesday you are going to email it to your contacts.

Now you can see by putting those things down in your calendar as smaller doable steps and then doing them on those days it will ensure that you are ALWAYS moving forward on your goals by completing the things on your to do list.

12) Contrary Action

Contrary Action is an incredible tool that you may or may not be familiar with. I use it all the time and it is one of the reasons for my huge successes in life. The word

Contrary means 'the opposite.' Taking a Contrary Action means taking an action **when you don't feel like it.**

For Example

You know you are supposed to do something but you are talking yourself out of it. You are making excuses or procrastinating. Nothing kills dreams more than doubt, self-doubt. When you realize you are doing this you take a contrary action - and get up and do it anyways.

If you have to work out but don't feel like doing it you get up and do it anyways. If you get afraid of making an important phone call you do it anyways. If you think meeting someone would be good for your career and then you start doubting whether or not they will really value meeting you - go meet them anyway.

It's about getting out of your own way and sticking to your goals. It means taking contrary action to how you are feeling. It is a really powerful tool and will keep you moving forward.

MY SECRET: Do the things you hate to do FIRST. Just do them FIRST. Then the rest of the day you will feel free without the mental torment and self-loathing people often feel for not doing what they should be doing.

I wrote a wonderful book called "**CONTRARY ACTION** an Ordinary Girls Dialogue With God" about how to master contrary action. It's not a religious book but it is a beautiful spiritual book, which I highly recommend. I even read it to keep myself on track and strong and it works! You can get it on my website: Secretsofahollywoodtalentmanager.com

13) Stay Positive.

One of the most important things you can do for yourself is stay positive. It's easy to get negative in this world and get off track. You can get affected by negative things you are telling yourself, or negative things other people are saying or doing. Don't allow other people's negative energy to pollute you, or your life. You are responsible for keeping yourself energetic and motivated. Surround yourself with positive people.

YOU MUST KEEP YOUR MIND AND ATTITUDE POSITIVE.

Write down positive affirmations and post them on your walls and in your car. Keep negative people away from you. As an actor you are taking on a very challenging career that depends so much on **your confidence** and your ability to keep moving forward no matter what. Your success depends on your ability to keep showing up, keep taking chances and taking risks. Often the bigger risks are outside of our comfort zones, but the bigger risks often have the bigger payoffs. You must master this. It is easier to do that when you have created a positive supportive environment all around you and **YOU HAVE A POSITIVE MENTAL ATTITUDE.**

I read a lot of positive books from people like Wayne Dyer and that keeps my mind strong. There is a book called the Four Agreements that I recommend by Don Ruiz Miguel. You can find them on Amazon.

EXERCISE:

I also learned a really great exercise that I can suggest to you. Get a piece of paper and write this down: "I am Independent of the good or bad opinions of others." Put it on your mirror in your bathroom and everyday look yourself straight in the eye and say that 10 times.

"I am Independent of the good or bad opinions of others."

"I am Independent of the good or bad opinions of others."

"I am Independent of the good or bad opinions of others."

"I am Independent of the good or bad opinions of others."

Etc...

Do it several times a day for 2-3 months. One day you will all of suddenly realize that is true and that awareness will affect you positively to your core.

SUBLIMINAL TAPES

In keeping with staying positive, I also suggest you listen to Subliminal tapes about success, health and well being while you sleep. It helps create a positive and strong subconscious mind. Remember you have to protect yourself, keep yourself strong and positive to keep negativity from taking over.

You are capable of so much and you deserve great success, love, wealth and well-being.

I wish you all the best in your life.

If you are interested in speaking with me directly and getting a 3-year plan of action for your career you can! I do personal one-on-one **Skype Consultations** every week and I would love to talk to you. Go to my website Secrets Of A Hollywood Talent Manager and schedule one. There you can read what other actors have said about getting coached with me and how it has drastically changed their lives, gotten actors working and signed to great agencies!!

My book best selling eBook "**How To Be A Star Right Where You Are**" will give you 23 things you can do to start working as an actor right where you live. **It can open the doors to your success. Go get it right now!**

<http://www.secretsofahollywoodtalentmanager.com>

SUBSCRIBE – GET AN ON-GOING MENTOR TO KEEP YOU ON THE RIGHT TRACK & MOVING FORWARD

While you are on my website, check out every page. There is so much guidance for a new actor. I am so grateful to be able to steer actors in the right direction. **Subscribe**

to my NEWSLETTER or lots of inside information and more secrets tips from me!

My new book on SOCIAL MEDIA tips to help you build awesome Industry Contacts will be out soon so watch for it!

Thank you for taking yourself seriously. Thank you for taking your goals and dreams seriously. Every dream you have matters. You Matter. Your dreams will shape our world's future. You are the next generation of great filmmakers, actors, writers, cinematographers, models, dancers, singers, and producers.... Dream BIG and Take BOLD strong Actions. Know that there is someone on this planet rooting for you, ALWAYS...THAT'S ME!

I am honored to be a part of your career and your mentor. Remember, I believe in you and I know you can do great things. We have a big GOD, ask him for help and guidance in your life. With GOD all things are possible. He is like an energy source you can plug into.

Plug In.

Stay Close and See you on The Red Carpet!

Wendy Alane Wright