

AUDITIONS

25 Ways To Get **MORE** Auditions!



Advice From 30 Industry Professionals
by Talent Manager Wendy Alane Wright

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Every day actors ask me this question: "*How Can I Get More Auditions?*" The majority of actors I speak to feel they are just not "getting out enough" with their agents. These 25 insider tips below will help you get more auditions and make you more marketable to potential employers!

You should also know it is possible to get more auditions *without an agent*. You simply have to know *what* to do.

In this book I have given some very specific advice for actors who want to **increase their auditions**. Assuming you already have trained extensively at becoming an actor, this advice won't be for the lazy actor. It will take WORK, but it works!

And you are worth it.

#1) Do outstanding work in short films that go to Sundance Film Festival.

Your acting will get a lot of exposure and could lead to new relationships and opportunities for you to work. Sundance is a

place where careers get made and films get noticed. Many major studios send their producers to the festival in hopes of finding the next major film talent, whether it be writers, directors, music composers, producers, or actors.

#2) Get exposure and experience through COMMERCIALS.

Did you know Spielberg watches commercials to find new actors? Or did you know MANY huge stars have worked in commercials, stars like: Steve Carell, Ben Affleck, Mila Kunis, Leonardo DiCaprio, Tina Fey, Stanley Tucci, Paul Rudd, Meg Ryan, Seth Green, Elijah Wood, Stephen Colbert, Keanu Reeves, Lindsay Lohan, Kristin Stewart, Jason Bateman and Brad Pitt....

What, you don't believe me? Watch here:

<http://www.buzzfeed.com/lyapalater/celebrities-you-never-knew-were-in-old-commercials#.qhJrQdGaO>

#3) Produce your OWN Webseries.

Why wait for someone to cast you? Today's HD film technology allows anyone to shot great looking footage. Don't wait for your "big break"... create it! New TV Networks are looking for web shows with pilots already produced whose episodes have spread widely on You Tube and have proven adept at entertaining mass audiences. This minimizes the networks risk. They see proof of concept. Create a series and develop a giant audience for it. That can lead you to many opportunities. If you don't get it right the first few times, keep trying. You will grow as an artist, a filmmaker, a producer, writer, actor and get great footage for your demo reel.

Here is an interesting article:

<http://www.indiewire.com/article/television/how-does-a-web-series-jump-to-tv>

#4) Produce your OWN short films.

Again you will get experience as filmmaker, a producer, writer, actor and get great footage for your demo reel. And you will be able to cast yourself in the types of roles you really want to play. Entering your films in short film festivals will lend itself to great experiences and the ability to network with other filmmakers, writers and producers as an EQUAL. Not as actor begging for a job, but as a colleague on the same level. There is something so satisfying about the sense of accomplishment and seeing your work on the big screen. That goes a long way in bumping up your confidence level. It may also give you opportunities to collaborate on other people's projects. And put you in a position to help other people accomplish their projects because you have more experience. There are thousands of film festivals around the world and award winning films get talked about which gives you exposure and something legit to pitch when approaching casting directors and people you would like to work with.

Did you know you can get an IMDB credit for your short film? All you have to do is submit your film to an IMDB qualifying festival via Without A Box. Every entry gets an IMDB page. IMDB credits can help you get an agent, who can help you get more auditions.

http://www.imdb.com/help/show_leaf?wabhowdoigettitlepage

Here is a great list of film festivals and events!

<http://www.imdb.com/festivals/>

#5) Raise enough money to cast known NAME actors with recognizable faces.

When you produce your own projects if you fundraise on INDIE GOGO or KICKSTARTER use some of the funds to hire an actor(s) with a recognizable face or name. That will give your

project more credibility, and maybe create more press coverage opportunities for you and your film. Be sure to copyright your script(s) with the Directors Guild Of America before you send anything out. Submit your Log line and basic concept to the managers/agents of the actors you wish to possibly work with or make an offer to. You can find that information on IMDBPRO.com

#6) Build real relationships with Writers, Directors, Producers you work with.

People hire people they know and like. People they trust. Approach new professional relationships like you would approach developing a new friendship. Invite them to join you at a special event, grab coffee and listen to know them, make an effort to get to them as opposed to talking about yourself and needing something from everybody you meet. People don't like needy people. People are interested in people who are interested in THEM. No matter how powerful their position, we all need friends. When you feel a genuine connection with someone, build on it. Go to a baseball game together, go to a movie, grab a beer or coffee. Build your relationships OVER TIME. Once you have a real friend, it is amazing what a good friend will do for you.

Build real friends that you like and care about in this business.

#7) Be a READER in various casting offices.

Every Casting Director needs readers to read opposite of the people they are auditioning. When you meet casting directors volunteer to be a reader. You will learn what happens in the audition room, you will begin a relationship with the CD and hear what casting directors really think about the auditions they see.

And sometimes, the casting director will cast YOU because you read better than everyone else who came to read for that

part!Bonus☺

#8) Send a VERY strong acting clip and cover letter to Directors you want to work with - mail it to the Directors Guild Of America which will forward the mail onto their members.

By law The Directors Guild has to forward the mail they receive to their members. Think about the movies or TV shows you truly love, find out who directs them, then send a sincere letter of appreciation for that director's work. Tell them you would like the opportunity to meet with them and possibly work with them. Snail mail them a great demo reel, and headshot with a note asking if they would like to get together for coffee. Unlike CD's, Directors are not bombarded with submissions from actors. They receive fewer packages. You will be able to stand out, and if you are great, you may possibly get an opportunity to audition, or even work from this direct connection.

Directors Guild Website: <http://www.dga.org>

Same goes with Producers: <http://www.producersguild.org/>

#9) Nurture the relationships you make, BE OF SERVICE on other people's projects.

People like people who care about THEM. If you make an effort to help other people's dreams come true, they are much more likely to help you make your dreams come true. Make a list of the creative people you know - writers, directors, actors. See how you can be of service to them. Offer to help with production, send encouraging notes, ask how you can help them. Being a good person goes a long way in this business. It helps you build a good reputation and possibly can get you called in for auditions on people's projects. Don't be taken advantage of...but be generous. **Collaborate on**

other actor's projects. Don't be afraid to ask the people you know for an audition. An audition is a chance to prove to someone that you are great at what you do. People need great actors. You are doing them a favor when you give them work they can cast. Don't be intimidated by casting directors, producers or directors. They need you.

#10) Produce and star IN A PLAY that gets incredible reviews and delivers industry turn out.

Invite CDs to attend. Why wait for someone else to tell you whether or not they are giving you a role? If you have a role you really want to play, put the play on yourself. Get a group of actors together, hold auditions, rent a small back box or 99 seat theater space, rehearse and put on a great play. If do good publicity and pick good material it may get written up in the newspapers and develop a word of mouth audience that grows and grows. Instead of begging casting directors for a job, use this opportunity to invite them to your production so you can show them you are a working actor and a great one at that!

You can mail Casting Directors invitations by sending them to the CASTING SOCIETY OF AMERICA (CSA) and they will forward your mail to their members. CDs you invite may or may not come, but they will remember your face and invitation. This name and face recognition helps you get called in for more auditions when they see future submissions.

CSA Website: <http://www.castingsociety.com/about/contact>

#11) KNOW YOUR TYPE and be sure your acting clips on Actors Access and Casting Networks match your type.

Whatever your top 3 types are, be sure you have a clip that showcases each one so you and your agent have them to submit

with. Casting Directors like to be told how to cast you - as the villain, good guy, hero, the loser, the nerd, the popular kid, the leading lady. If your type is nerdy, tech guy your demo reels should have clips on it of you playing a nerdy tech guy.

TYPE EXCERISE - I always suggest actors do this exercise and go to public place and ask complete strangers how they see you, what type do they think you are? (not family or best friends) Their answers will help you understand how other people see you, what their first impressions of you are, which is how casting will see you. With this info you can tailor your marketing materials to match those specific types.

Print the following types on a list:

TYPES All-American, Artist/Musician, Athlete, Bad Girl/Bad Boy, Best Friend, Bitch/Jerk, Boss/Business Owner, Boy Next Door/Girl Next Door, Collegiate, Cop/Law Enforcement/Military, Dad/Mom, Doctor/Nurse/Medical, Hottie/Eye Candy, Hero (Leading Lady/Leading Man), Intellect (Scientist/Philosopher), Lawyer, Laborer (Blue Collar Worker), Nemesis, Psychotic/Crazy, Quirky One/Comic Relief, Regular Girl/Regular Guy, Seducer /Seductress, Slacker, Socialite (Millionaire/Up-Scale), Rebel (Tough/Gang), Teacher/Wise One, Victim (Innocent One), Villainess/Villain

Also have them CIRCLE THE AGE they think you are:

High School
Early 20's
Late 20's
Mid 30's
Forties
Sixties

College
Mid 20's
Early 30's
Late 30's
Fifties
Seventies

NEXT have your volunteers choose which ones reflect their observations of you. Have them circle all that apply. Afterwards, total up the answers. The top 3 types chosen by your volunteers are your types.

#12) Every 6 months ask your agent for your Breakdown Talent Report which shows what projects you have been submitted for.

In the computer program called Breakdown Services that every single agent and manager uses to submit their clients to casting, there is a feature called PRINT REPORT. That offers a detailed report of everything an actor has been submitted on. Seeing this report once or twice a year will let you know that your agent is actively working for you, and will help you see which casting directors have been seeing your face on a regular basis so you can be sure to try and network with them directly. Agents may hesitate in giving this report out, or flat out refuse, but gently try and convince them that you are working as a team and you need that information so you can network with those casting directors to build stronger CD relationships, which will help the agent to do their job and help you get more auditions. If sending you the report is a deal breaker for them, I question their hesitancy. You have a right to see what is going on in your career Note: If the agent is getting you out on a regular basis you may choose not to push this conversation.

#13) You must have OUTSTANDING HEADSHOTS.

Try various pictures until you find ones that CDs respond to. Headshots are so important. They are the only thing a Casting Director has in their hands, or on their computer to make a decision about whether or not to bring you in for an audition. It all comes down to the picture. It either moves the CD to action or it doesn't.

Your shots must be great. Do NOT use unprofessional, boring, flat looking photos or pretty photos that have no emotion. They have to POP! They need to pop in color and in emotion. You should be wearing solid, bright colors. You should be expressing on your face, or in your eyes. (Serious, innocent, cunning, menacing, mysterious, determined, have a secret, funny, playful, fragile) If you are not getting many auditions, you need to try different pictures. Sometimes just switching to new pictures helps you get more auditions. I have seen agents go through several rounds of pictures until they found some that “worked.” You can’t be married to your pictures just because you spent the money. The goal is to find pictures that make casting directors call you in for auditions. If you are not getting auditions it’s probably the pictures.

#14) When presenting scenes in workshops, go to Showfax and look for something that was a scene for a guest star or a film that wasn’t too popular.

Pick a scene that isn’t a famous scene. The sides you find on Showfax from real TV shows and films will be better written than the majority of material you find anywhere else. Remember these are award-winning writers. Don’t write your own unless you are an incredible writer yourself. You always look better as actor when the material is superior. On Showfax.com you will find all kinds of sides for TV, film, dramas, comedies and commercials. Use them for your demo reels, auditions for agents and showcases. Remember they are only for private use, not public.

#15) Pitch your own projects to NETWORKS.

Getting your own show on a network or cable channel gives you incredible visibility, which leads to more opportunities and possibly more jobs. It takes quite a lot of work, a deep understanding of how

the business works, and viable partners with experience who definitely can help you get in the door. Pitch your idea to production companies who already have sold shows or ideas to networks. They will already have the processes and resources in place to help you execute your idea. If this is entirely new to you read this just to start: <http://www.wikihow.com/Write-and-Pitch-an-Idea-for-a-TV-Show> There are entire books written on this, you will need to do a LOT of research on this avenue.

#16) Make people find and come to you, instead of begging them to see you.

When you are doing great acting work people start to talk about you and write about you in newspapers and magazines. They begin to refer you to other people they work with. That's when casting directors and agents will come find you. I often see a note in the Breakdowns that says, "will the Agent or Manager representing the tall blonde guy in the Nissan commercial please contact our office." When you do excellent work in the audition room and on set year, after year, after year casting directors and directors will sometimes call you in DIRECTLY to audition for their projects. That has happened to me personally many times. People like to work with people they trust who can be relied up on to give a consistently good performance. Great acting work rises to the top and helps you build a strong reputation. Understand the process so you don't get hung up on singular auditions and put to expectation on each audition's outcome. That will give you freedom to just be yourself and at ease in the room. That will allow you to do better in your auditions and get more auditions because you have the right energy in the room.

#17) EMPOWER OTHERS, lift everybody else up on every project you work on.

Be the kind of person people want to work with, again and again. People like to work with people who believe in them, encourage them to do great things, and work hard right along side them to help them accomplish their goals and tasks. People in this business like to work with team players. We appreciate actors who are there for the good of the entire project, not just their own career. The best-liked actors are collaborative actors who are dedicated to helping the director achieve their vision, who are cooperative with the entire crew and generous with the other actors. Some film projects take months to shoot and TV can shoot for years as new seasons are picked up. Your moods and attitudes are being judged by everyone from casting to crew. People want to hire people that will be a positive force to work over long periods of time, so it's critical to leave all selfishness and attitudes of grandeur at the door.

For every project be humble, be well prepared, show up early and stay late. You will get more opportunities than those prima donnas who think the world owes them something. *“Don't you know who I think I am?”* Aarggh, that's a turn off. There is a lot of stress in this business with lots of money riding on these projects. Don't make it harder on anyone else than it already is. Be the center of calm in the storm. People will appreciate you for that. In turn that will lead to more opportunities down the road. Stay in touch with the people you meet on sets and in crew. They may be in the position to hire you or recommend you one day.

#18) Produce a YOU TUBE CHANNEL with great content that showcases your work and brings massive viewership.

Developing content that millions of people value can open lots of doors. From getting good agents, more casting opportunities and

press coverage to network offers for your show or it's content. Always meet with everyone and consider every offer. Don't ever feel you are too good for something. You never know what will lead to your next great opportunity. Cross promote with other people channels, look for sponsorship opportunities and find creative ways to collaborate with other You Tubers to tap into their network or viewers and subscribers.

#19) Build up your Twitter / Social Media following.

Ask your YouTube, Vine and Vimeo viewers and subscribers to follow you on Twitter and Instagram and follow them in return! Raising up these social media numbers can help you get more opportunities as some producers only consider actors for a project if they have huge social media following. Someone with 1 million twitter followers will be able to tweet about their film projects to 1 million people. That's free advertising for the film company.

#20) STAY IN TOUCH with the CDs that call you in for any auditions.

Casting Directors are looking for great actors they can call in for their projects. Their job is to know great actors because every time they have a new project they need them. The audition is fine, do it, but the goal is to be an actor that a casting director can depend on to do a great audition every time they have a possible role available. So stay in touch with CDS, go in for them often over the many years you are in this business. Keep track of their birthdays, wedding anniversaries, births of their children like you would a friend. Send cards, booking postcards, send interesting news clippings, funny comics or coupons to things you know they love. Be of value to them. And if you book a role with them, send a thank

you basket to the CD, and the agent, and/or manager. Gratitude goes a long way in creating enduring fans.

The more people like you, the harder they will work for you.

#21) Use EVERY opportunity to MARKET yourself. Always add your demo reel link in your correspondence.

The more people who see your work and are familiar with it the better. You never know who is watching. When you send out emails always include a link to your videos on You Tube and your website. Your business cards and booking postcards should also have links to your videos and website as well. People look at your headshots and resume when you are not around. Whatever they have in their hand should have your contact information and links to see your acting work. When you post on Facebook or Twitter include a link to your demo reel. When you announce you shot a film or TV show put a link to your acting demo and website so people can find out more about you and your work.

People can't hire you if they don't know you or don't know what you are capable of. You must always be educating people about your talent and abilities.

Get press for the projects you are involved with. Send press releases to magazines, newspapers and your contact list. Always include a link to your Demo reel and website.

#22) Try to get in front of the TOP CDs like Janet Hirshenson and Jane Jenkins.

Meet and audition for people who can put you in projects that get watched. Some casting directors cast HUGE projects that get massive viewership. Yes, the small projects are great for building your reel, building your resume and getting experience. But being in huge films with massive exposure to large audiences increases

your visibility. Just remember, if you are not the star of a film, you will likely need to hire your own publicist to get the most out of that exposure. Take chances - if you have a good friend who knows a casting director that you would like to meet, ask if they can introduce you. Make a list of everyone you know in the business and see who could help you. Do they know anyone else who can help you with your career? Reach out to them. Take chances.

#23) KNOW it may take 10+ YEARS of doing quality acting work and BUILDING solid RELATIONSHIPS.

Be patient. I know an actor who didn't get his first TV Co star role for 8 years! Now in the past 4 years he has shot over 35 Co-star and Guest star roles on MAJOR TV Shows. He just kept networking and doing great work in auditions and showcases. You can't quit, even when it's hard. Just regroup and recharge. Whenever I feel totally overwhelmed, I unplug from my all my media and go directly to the water. I do not pass go and do not collect my \$200. I drive straight to Marina Del Rey, lay on the dock, look at sky and watch the boats go by. Then I go to a fancy restaurant in Manhattan Beach with extraordinary food and a killer view and relax. I love staying in an upscale hotel, using the Jacuzzi and pool and relaxing. That's what it takes for me to get back to center. Find what you love and do it. Take care of yourself. This is a life style. This is a marathon not a sprint. Take your time and move steadily forward year after year. Enjoy the journey it's the fun part. You have to keep showing up. Sometimes success comes from just showing up on a regular basis. Keep reaching out to people, keep learning, and keep growing. Keep on keeping on as my daddy would say!

#24) Upload Great Acting clips that show your type so you, your agents, and/or manager can use it to submit you with.

Submissions without acting clips go to the bottom. Every agent or manager who works with you needs strong acting clips so they can prove to people you are as good as they say you are. If you have an agent or manager and they have no clips, or lousy clips of you, they may not be able to do very much for you. Learn about marketing and improve your marketing materials (headshots, resume, demo reel, website) by at least 50% if you want more auditions. Don't be lazy and don't be cheap.

Invest in your career if you want other people to invest in your career.

#25) Get a GOOD AGENT. Ask your FRIENDS who are signed with great agents or managers to INTRODUCE YOU to their representatives who may be able to get you more auditions.

If you need an agent to help you get more auditions don't be afraid to ask actors you know to introduce you to their agents. You have nothing to lose and everything to gain. But don't use people for what they can do for you. See how you can give to them as well. If your friend introduces you to their agent, take your friend out for lunch, regardless of the outcome of your agent meeting. Be thankful and grateful for all opportunities that come your way or that you create.

You can also befriend the Agent's assistants and build relationships with them. Assistants can hand your package directly to the agents they work for. Also, assistants become agents. Believe in them, and they just may believe in you!

SECTION 2

TIPS FROM CASTING DIRECTORS, REPS & WORKING ACTORS

I wanted to make sure to also give you information directly from Casting Directors, Agents, Managers and Actors. I interviewed a bunch of my personal friends to give you the REAL information you need. I find that successful people are very willing to help new actors succeed. Don't be intimidated by Casting Directors, Agents or Managers. We love actors; that's why we do what we do.

These answers are the REAL deal. Don't just read them and wish for a successful acting career. Read them, get enlightened, cry because it's a lot to do and because you have the answers that many actors will never have. You were smart enough to buy this book.

So take it easy, one step at a time and do what this books says. In this next section you will hear from people who hire actors EVERY SINGLE DAY. Take their advice to heart and put it into action.

HERE ARE THE EXPERTS YOU ARE GOING TO HEAR FROM:

JC Cantu, Casting Director
Cathy Reinking, Casting Director
Lesley Wolff, Casting Director
Mark Atteberry, Actor
Carol Goldwasser, Casting Director
Robin Nassif, Agent
Phaedra Harris, Casting Director
Scott David, Casting Director
Cambria Hankin, Casting Director
Chris Ghert, Casting Director
Julie Gale, Casting Director
Risa Bramon Garcia, Casting Director
Joann Smolen, Talent Manager
Troy Daniel Smith, Casting Director
Josh Latzer, Actor
Chadwick Struck, Casting Director

Melissa Skoff, Casting Director
Shayna Sherwood, Casting Director
Gloria Garyayua, Actor
Kimberely Jentzen, Acting Coach
Mark Teschner, Casting Director
Nancy Jo Gilchrist, Photographer
Alysa Brennan, Agent
Amy Jo Berman, Casting Director
Kat Erangey, Casting Producer
Daniel Mahon, Agent
Addison Witt, Agent
Gabrielle Schary, Casting Director
Judy Kain, Actress
Terry Berland, Casting Director
Jack Turnbull, Acting Coach



JC Cantu - Casting Director

Wendy I thought about this a lot actually, and the best advice I can give Actors is to go to more workshops held by reputable casting directors, do theater, and be seen wherever you can. It's a very tricky business, but that's the best advice I can give. Once actors are in the room, they have to win the room. And hopefully more auditions will come from that.

JC has cast 76 Films including Predators, Gimme Shelter, Machete, and Spy Kids: All The Time In The World.



Cathy Reinking - Casting Director

To get more auditions Actors can do CD Workshops, Stand-up, create their own work and do plays. In that order. Actors have to be brilliant at the first audition - to be relaxed and reveal themselves.

Cathy has cast 36 Film and TV projects including 144 episodes of Frasier.



Lesley Wolff - Casting Director

To get more auditions actors need to broaden their skills. I say have as many tools in your Actor's arsenal that you can! Do Stand-up and know your brand.

Lesley has cast 39 Film and TV projects including WEEDS and 30 Rock.



Mark Atteberry - Working Actor

Wendy my advice to actors is always "persist." Nothing will get actors more work than simply keeping at it; working harder than everyone else and never giving up. And, I am a big fan of self-producing and creating your own work. That old adage of "work begets work" is so true. The more work you create for yourself the more work you'll get. I did a series of four short films with my very talented friends a few years back and it has led to tons of legit work for us all. All four films won at festivals, one got me a "Best Actor in a Leading Role" award and one went viral and got 40 million hits! That one is now being made into a feature film (Butterfly Circus). Spending several weekends with finds creating exciting work for ourselves has brought me more auditions and work than submitting to Actor's Access, doing Casting Director Workshops and sending out post cards could ever do combined. "Always be working" is my motto.

Mark has acted in 38 Film and TV projects including: Scandal, Bones, Grey's Anatomy, The Newsroom. The Mentalist, Criminal Minds, Dexter, Young & The Restless, Gone Girl and 24. He also has one of the best TYPE classes in the business called BE A WORKING ACTOR
<http://beaworkingactor.com/home.html>



Carol Goldwasser - Casting Director

Actors need to get a great agent who will really go to bat for you and call casting to pitch you when you are REALLY right for something.

Carol has cast 48 TV projects including: Austin & Ally, Dog With A Blog, Lab Rat, The Hughleys, and Hannah Montana.

www.Secretsofahollywoodtalentmanager.com



Robin Nassif - *Former Network Executive, Head of Comedy Casting at ABC*

Actors need to do Agent and Manager workshops. They need to get a good agent or manager who will pick up the phone and tell CDs how great their client is and get them appointments. Actors can also send CD's Hosting tapes that show personality and commercials they have done. Their managers should send actors in for General Meetings.

As Head Of ABC's Comedy Casting for 12 Robin oversaw 150 TV shows and pilots on ABC including Facts of Life, Growing Pains, Home Improvement, and Roseanne and more.



Phaedra Harris - *Casting Director*

My advice to Actors is to have GREAT representation (agent or manager) as well as give your reps the tools they need to get you in the door. Be ready - do what you need to do to compete...have professional Photos & Resume, continue to take classes, have your look polished...be an easy product to sell to Casting Directors, Producers and Directors.

Phaedra has cast 49 films and TV projects including Out Kold, Judgement Day, Militia, Chain of Command, Cru, Busted, and Desert Thunder



Scott David - *Casting Director*

My advice to actors is to network, market yourself and treat your career as a business as an art form.

Scott has cast 55 TV and film projects including Criminal Minds, Leverage, and Nash Bridges.

Cambria Hankin - *Casting Director*



In the casting room I am looking for someone who comes prepared, on time, knows what they are doing and why they are there. I look for committed Actors & Actresses, someone who wants to be there and owns their craft.

Cambria has cast 38 film and TV projects including Santa Claws, Bullet, Catching Fireflies, The Vortex, The Before Time, and Ardennes Fury.



Chris Gehrt - *Casting Director*

Wendy, I think the two biggest ways to get more auditions are REPETITION and TRUST. Always be performing, whether it be plays, stand up, sketch or Internet videos. Work begets more work. If a Casting Director is on the fence about calling you in, they're more likely to take a chance on you when they know you are taking this seriously by performing in mediums that aren't necessary for money or fame. Plus if you're constantly performing your resume will speak for itself.

Actors are always told to promote themselves, which can sometimes make them appear like desperate car salesmen. The confidence you'll get from always performing will make you appear less desperate which in turn will make people in the industry take you more seriously. And at the end of the day, have fun with it because people like to be around people that are not a pain in the ass.

Chris has worked in casting on 50 TV and film projects including Sons Of Anarchy, Teen Wolf and It's Always Sunny In Philadelphia.



Julie Gale - Casting Director

Wendy, if there were one piece of advice I could give actors, it would be to take as many Casting Director (or Associate/Assistant) workshops as possible. Most of the time we get between 1200-1700 submissions for EACH role and a lot of times, if we don't know an actor, why would we bring them in when we have such limited time and there are a lot of great, capable actors we do know? Those workshops are the best way for an actor to get to know a casting office. I will give you an example of why: I met a young actor 2 years ago that I instantly knew was special. He was fairly new to the acting game, as he had just transitioned from the dance world. He performed an extremely racial and controversial monologue that could have blown up in his face... BUT the fact that he chose to do that particular piece showed me that he wasn't afraid to take a massive risk. I will always remember that. So... fast forward to later... for 2 YEARS, I wanted to bring him in for something but he was always either too young, too old, or just not right. And to his credit, he did his homework. He took at least 6 or 7 of my workshops/showcases and kept in touch with me through email. He also invited me to plays he was performing in over the years. Anyway, an amazing lead role in a film I was working on came up and after reading the script, I KNEW it was him. After a pre-read, director session and two chemistry reads, he won the role! Anyway, the point of my story is not to frustrate actors into thinking they have to wait two years... but there is a little bit of a reality check there as well. Casting is SO specific and sometimes it really is all about being in the right place at the right time. And it's hard work. If you want to make it as an actor, be prepared to do your 90% of the work so that when your agent/manager helps you get your chance, you are READY.

Julie began as a Casting Assistant on Scandal, Private Practice and Grey's Anatomy.



Risa Bramon Garcia - *Legendary Casting Director*

Actors can get more auditions by doing strong work. Train, do theatre, shoot stuff, be of the work. And your artistry and career will grow together. And read for everything you can find.

*Risa has cast 23 TV shows including **Masters Of Sex** on HBO, CSI, and 220 episodes of **Roseanne**. Additionally she has cast huge stars in classic movies including **Born On The 4th of July**, **Wall Street**, **Fatal Attraction**, **The Doors**, **Speed**, **Christmas Vacation**, **The Joy Luck Club**, **Natural Born Killers**, **Twister**.*

Risa is also the owner of the reknowned acting studio: [The Bramon Garcia Braun Studio](http://bramongarciabraun.com/) in Los Angeles <http://bramongarciabraun.com/>



Joann Smolen - Talent Manager

Wendy, I am always asked how to get more auditions. The answer I give time after time is network, network, NETWORK! It is important to learn from those who know more than you. Film festivals, improvisation class, and casting director workshops provide actors with the opportunity to develop valuable connections. Actors should most definitely update their agents and/or managers on career goals and valuable industry experience. After my clients take workshops, they give us feedback from the professional. I keep this information for future reference; since it is easier to pitch my client for a possible role that particular casting director is searching for. Additionally, it is essential that actors let their representation know about special skills that will get them in the door. Just remember that networking, education, communication, hard work, and patience are the key elements for a successful career. Lastly, always remember the people who helped you on your way to the top! This is a marathon, not a sprint.



Troy Daniel Smith - *Casting Director, Producer*

I tell Actors they need to be patient and continually work, actually work, to expand their skills.

Troy has worked on 34 TV & Film projects including Hannah Montana, Shake it up and Lab Rats.

Troy also has produced his first film Lonely Boy that is making the Festival Circuit and can be purchased here:

<http://exit43productions.com/films/lonelyboy>

Josh Latzer, Actor



It's really plain and simple in my eyes. Study, study, study. Always be in a class and working on your craft. The easiest way to get more auditions is, be prepared for the ones you have. Repeat auditions from the same office are the actor's best friend. No amount of postcards, mailings, social media, etc., will do you any good if you can't produce in the room.

Josh has acted in 34 TV shows including Community, Bones, Castle, Anger Management, The Newsroom, Franklin & Bash, The Middle, 2 Broke Girls, Desperate Housewives, Modern Family, Sons Of Anarchy, Parenthood, iCarly, Switched At Birth and Criminal Minds.



Chadwick Struck - *Casting Director*

Actors need to create their own work, shorts, You Tube channels, showcases, plays, & perhaps do workshops.

Chadwick has worked on 64 TV & film projects including Star Trek Voyager, Herbie Fully Loaded, The Heartbreak Kid, Columbus Day, Finding Bliss, The Drunk, Americans, Outlaws and Angels, and Line Watch,



Melissa Skoff - Casting Director

My best advice is to get into an excellent class, be around actors, get a great reel up online, stay on top of your agent, and look your best. The more actors make themselves visible to the casting community, be it

through actual film and TV bookings, plays, online media channels, mingling, etc., the better chance they have. But the ultimate criteria is, when you go into an audition or are asked to put yourself on tape, or whatever, how good really is your audition? Do you think out of the box? Did you give the character enough substance to stand out from other actors' auditions? Ultimately, it comes down to the impression one makes in the room. Casting people don't forget a great audition, whether or not you book the role. If not here, then hopefully something else that comes up will give you another opportunity. Remember, you can always improve your cold readings and prepared readings. And a good buzz is always a great thing! *Melissa has worked on 84 TV and Film projects including Soul Man, 18 Again!, Deep Star 6, Back To School, JAG, Quantum Leap, Dukes of Hazzard, and Police Academy; Mission to Moscow.*



Shayna Sherwood - Casting Director, Assistant

If an actor is just starting out and over I say make sure to look at Actors Access EVERY SINGLE DAY. The more often you audition the better and more comfortable you will be at it, so don't pass up on auditioning for UCLA students, or an indie film that hardly pays. If you've been working for a while, one thing is that you need to make sure you and your agent, or manager are on the same page. If you've been playing the ditzy blonde girl but want to go out for more dramatic parts then you need to prove to your rep that you can do it (prep monologue for them, tape yourself, do a local play, etc), and then once you've shown your rep they can make those calls asking people to take a chance on you.

Shayna began as an casting assistant and has worked on 18 TV & film projects including Austin & Ally, The Newsroom, Good Luck Charlie and Wizards of Waverly Place



Gloria Garayua - Actress

I get auditions through my Agents, self submissions on various websites like LA Casting and Actors Access, through relationships that I have built for **years**, through CD workshops and other resources such as relationships I've established doing theatre. I also get auditions (and sometimes direct offers) from friends that are producing their own work.

Gloria has acted in 39 Film and TV projects including Criminal Minds, NCIS: Los Angeles, Rizzoli & Isles, Southland, Bones, Shameless, Cougartown, Weeds, Cold Case, Six Feet Under and Grey's Anatomy.



Kimberly Jentzen - Acting Coach, Director

I always tell my actors, the more prepared and focused auditions you give, the more good karma you are building to attract more auditions. Good auditions beget more auditions. When you do well, casting remembers you for other opportunities. Also, call backs and bookings build momentum for more opportunities. So it doesn't matter at what level you are auditioning at, make every audition you do get, count. Give your all to them. Strengthen your preparation and commitment, and when bigger ones come, you'll be ready for them.

Kimberly is an award-winning writer/director, acting coach and teacher. She is the author of Acting with Impact: Power Tools to Ignite the Actor's Performance, available here: <http://kimberlyjentzen.com/the-book-and-more/>



Mark Teschner – Veteran Soap Opera Casting Director

Wendy I just tell actors that everybody started with no auditions. It is a long race, not a sprint.

Mark has won 6 Emmy Awards and during the past 26 years he has cast thousands of actors on the long running soap opera General Hospital. Mark sees an amazing amount of talent year round. He has an

unparalleled track record for finding top new talent.

I played this video of mine for Mark. After he watched he said, “**Great Advice.**” Watch it here: https://www.youtube.com/watch?v=xc7_oxWSD8g



Nancy Jo Gilchrist - Photographer

After 25 years of shooting actors, I have seen a small percentage become Working Actors. Having a GOOD HEADSHOT seems to be one of the few things you have control over, why not take FULL advantage? I have heard time and time again, that my Client’s new GREAT headshots got them MORE auditions, and for the parts they were right for! Besides the obvious, mentioned many times, of becoming a better actor by always studying, you should realize that having a

photo taken is a SKILL. Start by practicing in front of a mirror and know your face! Then take a good look at yourself and honestly appraise if you are READY for the camera, and that means hair, wardrobe and anything else you can do to be marketable! Get to work and GOOD LUCK!

www.nancyjophoto.com www.facebook.com/nancyjophoto

Nancy Jo is a photographer who works with all of the top agencies in show business. She has photographed huge stars including Kaylee Cuoco, Angela Basset, Samuel Jackson, CC Pounder, Raini Rodriguez, Debbie Morgan, Rico Rodqiguez, Corbin Bleu, Colin Hanks, and Josh Hutcherson just to name a few.



Alysa Brennan - Talent Agent, Co-Owner Paloma Model & Talent

I'd like to answer this from a more philosophical perspective. I believe that the positive attitude of the client and family is paramount to enjoying this business. If a client is always saying, "I never get auditions, or I never book" then they won't. By staying in gratitude for what one has, only more of it will come.



Amy Jo Berman – Casting Director

If you want to get more auditions (which assumes you're already getting some but want MORE), then get REALLY good at knocking their socks off anytime you get any opportunity to audition. You're much more likely to have someone who knows and likes you bring you back again and again, than get in for the first time for someone who doesn't know you at all. Leverage that relationship you already have by making sure you have extremely competitive auditioning skills. Great auditions make Casting Directors want to give you more audition opportunities.

As HBO's Vice President of Casting, Amy worked on dozens of critically acclaimed, award-winning projects including John Adams, Recount, Game of Thrones, Angels in America, The Pacific, Elizabeth I, Grey Gardens, Rome, Boardwalk Empire and Game Change. To learn more from Amy please visit: <http://amyjoberman.com/coaching/>



Kat Erangey - Casting Director

To get more auditions artists need to Network. They need to go out and meet people. They need to build their social media network. They need both. Knowing the right people gets you in front of the decision makers.

Kat is a Casting Producer for America's Got Talent and American Idol.



Daniel “BIG D Mahon” – Owner, Talent Agent, Envy Model & Talent

If you want to get more auditions I suggest having a strong variety and range of character UPDATED/ CURRENT headshots so the agent can submit for a vast range of available roles and ideally a REEL to accompany the submissions, plus being proactive and attend Casting director workshops to study under their direction one on one. Side note: Also, visit the agency often enough, check in, as every time a talent swings by, some cosmic energy goes out and always seem to see castings come in! and don't forget to bring the vodka!



Addison Witt – Talent Agent, Impression Entertainment Group

Wendy thank you for reaching out to me regarding the 64 million dollar question. I just met with a client and he asked me that question. The funny part is that he has had 20 auditions in 3 months, and only one booking. The question should be, how do I book more of my auditions? But to answer the question that is at hand I will say what I have said for the past 23 years. Build relationships that last. Learn to take photos and headshots that represent active and vibrant characters. Be so incredible at your craft that the casting office wants to show your ability to others. Be well prepared and on time for the appointments that you do receive. And when all else fails, just blow people away with your performance.



Gabrielle Schary - Commercial Casting Director

Wendy when it comes to headshots I am drawn to great headshot that captures energy in the eyes. When going through submissions, that's what I look for. Actors it's important that you have a smart agent who knows how to pitch you, when the right role is being cast. Occasionally, I'd say stopping in at the studio to drop off a photo never hurts either.

Gabrielle is a HUGE commercial casting director who has cast for Honda, Altoids, AT&T, Disney, Ford, Duracell, Ameriquest, Nike, Applebees, Dunkin Donuts, Acura, Blue Shield, Sony, Proactiv, NBA, Bud Light, Kia, Droid and Farmers to name a few.



Judy Kain - Actress

In order for an actor to get the illusive audition. They have to first know their type, brand and marketability and have that accurately represented in their photo. Actors want a "Pretty" photo rather than one that shows their castable self. My strength is comedy. I play a lot of snarky neighbors, judges, and uptight teachers, etc. I know this about myself and the story I instantly tell with my face. It may not be who I am in life. But this is my brand. And I have to market that in my photo, with

a hint of Judge and quirk in my photo.

Judy has acted in 89 Film and TV projects including The Fosters, Rizzoli & Isles, Modern Family, The Middle, Bones, Scrubs, Castle, Mad Men, ER, West Wing, Sabrina The Teenage Witch and Saved by The Bell.



TERRY BERLAND – Commercial Casting Director

To get more auditions actors should be studying on-going with a great theatrical acting coach. The fact that you are “doing your work” and enjoying it, will show. And, place a theatrical demo acting reel on all of your submissions, whether it be theatrical or commercial. As a commercial Casting Director, I will look at a submission first, that has a reel for me to watch. The competition is so stiff, that all

available audition slots will most likely be filled up first with people who have a reel. *Terry is a HUGE commercial casting director who has cast for Pepsi, Pizza Hut, Minute Maid, AT&T, Discover Card, Sony, Hyundai, Doritos, Pediasure, Verizon, Volvo, Clairol, Burger King and many more. She has written a great book called “Breaking Into Commercials.” Get it here: <http://www.barnesandnoble.com/w/breaking-into-commercials-terry-berland/1110931389?ean=9781879505834>*



Jack Turnbull, Owner Actorsite

To get more auditions I tell actors this:

1. Be interesting and unique. Amy Jo Berman says "be bacon" because everyone loves bacon, but if you're not bacon, be eggs or toast or potatoes, or better yet, be "steak". If you really want to book and become unique, you become wasabi, and when they are casting a sushi project, you win! The hardest thing for casting to find is "hot and spicy." Be interesting.
2. Get to the gym every day. If you can't get to the gym, then work out 5 times a day for 5-6 minutes per workout (like many stars do---even character actors.). If you want to think "LEADING" then you have to be physically fit. If you are a character, you ALSO have to be physically fit. It's called ACTING because you do ACTION!
3. Change your hair/look, get totally into an interesting look and push it out there. Don't cling to what worked in the past. Times change, careers change, looks change. Get new headshots regularly, and do the ONE SECOND TEST. Actors always study the picture for too long....look at them for ONE SECOND, if they don't tell your story, then move to one that does. Casting doesn't look at your picture for 20 minutes, they scan for ONE SECOND. If your picture stops them, then they click your resume to see more.
4. Clean up your resume. Cut anything that's not current. Only put TV Shows that are have been on the air in the last three years, and movies that you have clips on your reel. Don't have more than 4-5 low end projects on your resume. If your resume looks "gray" and you aren't famous, then start CUTTING! Stick to 5 in each category, unless you are booking at the guest star level, then put up the "CREAM OF THE CROP" bookings, don't put your smaller stuff, unless that is what you are looking for. And, unless you are looking for extra work, definitely leave that off your resume. "Principal" casting directors don't cast extras (In Los Angeles or New York).

5. Get rid of all desperation. I remember reading a story about a guy who was so afraid of rejection that he put together a plan to ask a stranger for something every day. He always would ask for something that it was very unlikely that they would give him. At first, it worked and they rejected him, but after he got comfortable asking for things, and lost his fears, people started giving him what he asked for....weird. Desperation stinks up the room, and "networking events" are always full of it. Don't be one of the desperate ones. Spray on your confidence with your deodorant.

6. Change representation. If your agent and/or manager don't "get" you, then find reps that do. Most actors go through 5 or 6 reps before finding one that "gets" them. Enjoy the honeymoon when you get new reps, then move on if they stop pushing you. They would just as soon get excited about someone new anyway. It's just human nature. If they do "get" you, however, **STICK WITH THEM!** The grass is NEVER greener! Loyalty is a two-way street in Hollywood. If they push you, you stick with them. If they don't, move on.

7. Take Casting Director workshops and **KICK BUTT** in them. Don't take the evaluations too seriously, you are there to make a contact that can pay off 2-3 years down the road. Remember the evaluations from workshops are to guide you on what to work on. Even if you get top marks, it's unlikely they can call you in for a role, **UNLESS**, you also are totally **RIGHT FOR IT IN LITERALLY DOZENS OF WAYS** and the actor that the producer wants dies or is otherwise unavailable.

8. Assistants and Associates call in the most actors from workshops, so if you want auditions, then focus on **THEM**, not the top of the office. The top of the office is focused on the **SPECIAL GUEST STAR** roles in TV, and, of course they have suggestions for the other roles. But, many times, they don't have a clue who will accept a co-star role, since most actors they know won't accept one-day co-stars. The assistants and associates can try to get you in for co-star bookings---the road to a big career in Hollywood. It's all about relationships, and that casting assistant is tomorrow's network head of casting, so remember that.

Interesting story: A few years ago, the associate on a big drama came to Actorsite. He called in one of the actors for a co-star role. The head of the

office saw his read for the small role, had him read for the top of show GUEST STAR, and he booked it. A major coup for that actor and a major career step!

9. Join a theater group so you stay sharp in PERFORMING. Classes are great to develop your skills, but PERFORMING is so important to an actor to get feedback, not from a guru or teacher, but from an audience, which is PURE feedback, not filtered through the teacher's experiences.

10. Work monologues that define your character(s). If I were serious about getting cast, I would have a monologue for every physical or psychological type I could play. As many as 10 or more. **SHORT ONE MINUTE MONOLOGUES THAT WOULD GET ME INTO CHARACTER QUICKLY!**

11. When you do get an audition, go in IN CHARACTER. That way they see you can hold a character for the duration of the shoot. If they change your role, take on the new character. This will get you called back into that office.

12. Back to workshops: Be realistic in your scene choice. Stick to a scene for your physical type, or, if you want to go against type, then pick something interesting! Casting has seen all the popular movies and TV shows, so stay away from those scenes. At the same time, one thing I've discovered is the stupider the dialogue the better. Look at the action movies and how stupid the dialogue is. If you can stay in character in a fantastical scene that may not be well-written, then you will ROCK future auditions if they call you in. **ENTERTAIN IN YOUR WORKSHOPS! THAT'S WHY YOU ARE THERE!** You have a captive audience...**GO IN, KICK BUTT, and GET OUT QUICK**---don't be desperate.

13. **ONLINE PRESENCE:** Producers want a guaranteed audience when they cast bigger roles. It won't help you with the co-stars, but for bigger roles, if you have 50,000 or more VINE fans, or TWITTER FANS, or YOUTUBE Subscribers, or whatever is hot for young eyes, then you have a chance to use that to boost your career. Remember, if you can add any

publicity aspects to your bookings, casting will consider that. You better be able to ACT, though, because many times Internet personalities fail at scripted material.

14. And finally: OF COURSE WE KNOW YOU ARE TRAINING! If not, when why are you wasting your time in Hollywood? My advice is to have at least two or three teachers that you work with every week. Don't get stuck in guru-itis. EVERY TEACHER IN HOLLYWOOD HAS YOUR BEST INTERESTS AT HEART! Every suggestion or direction is an opinion---- and do you know whose is the MOST IMPORTANT? Yours! Because you are the one doing the work. Get into an improv group just to stay stupid! Remember, if you watch TV COMEDIES, you'll see FART JOKES on every network. If you watch TV DRAMAS, you'll see people crying over really stupid situations, pumping up the drama over magical powers or superhero situations...so remember, ACTING is a form of entertainment and you are pushing emotional buttons. Everything about you, including your LOOKS, YOUR SKILLS, and especially your TIMING, will help you get more auditions.

Jack has gotten more actors started working than anyone I know. TO train at Actorsite click here: <http://www.actorsite.com/>

Here is a list of some of his success stories:

Tiffany Espensen, starring in KIRBY BUCKETS on DISNEY XD

Cade Sutton, starring in KIRBY BUCKETS on DISNEY XD

Holly Taylor, starring in THE AMERICANS on FX

Landon Gimenez starring in RESURRECTION on ABC

Amandla Stenberg Starring as RUE in HUNGER GAMES

Bailee Madison, starring in TROPHY WIFE on ABC

Paris Berelc, starring in "MIGHTY MED" on DISNEY

Jack Griffo starring on "THE THUNDERMANS" on NICK

Addison Riecke, Starring on "THE THUNDERMANS" on NICK

Austin North, Starring on "I DIDN'T DO IT" on DISNEY

Piper Curda, Starring on "I DIDN'T DO IT" on Disney

Donis Leonard, Jr., Starring on "HOUSE OF LIES" on SHOWTIME

Mateus Ward, Starring on "HOSTAGES" on CBS
Chandler Riggs, Starring on "THE WALKING DEAD" on AMC
Taylor Lautner, Film Star
Brittany Snow, starring on "HARRY'S LAW" and FEATURES
McCarrie McCausland, starring on "ARMY WIVES" on LIFETIME
Connor Christie, starring on "ARMY WIVES" on LIFETIME
Brittany Snow, Starring in FEATURES, and BEN AND KATE on FOX
Skyler Gisondo, starring on "PSYCH", Features, and MIDDLE AGE RAGE on ABC
Cayden Boyd, Film Star of "SHARK BOY AND LAVA GIRL" plus TV
Kelsey Chow, Starring on "PAIR OF KINGS" for DISNEY XD
Tiffany Espensen, starring on "BUCKET AND SKINNER" on NICK
Jake Short, starring on "ANT FARM" and "MIGHTY MED" on DISNEY
Stefanie Scott, starring on "ANT FARM" on DISNEY
Aedin Mincks, starring on "ANT FARM" on DISNEY
Cameron Palatas, starring on "ANT FARM" and a new series on MTV
Adam Irigoyen, starring on "SHAKE IT UP" on DISNEY
Kenton Duty, starring on "SHAKE IT UP" on DISNEY
Davis Cleveland, starring on "SHAKE IT UP" on DISNEY
Hailee Steinfeld, star of "TRUE GRIT" and FEATURES
Victoria Justice, TV and Recording star.
Sarah Ramos, starring on "PARENTHOOD"
Savannah Rae, starring on "PARENTHOOD"
Scout Taylor-Compton, FEATURE FILM STAR
Ashley Rickards, starring in "AWKWARD" on MTV
Jillian Rose Reed, Starring in "AWKWARD" on MTV
Caitlin Carmichael, starring in Stephen King Miniseries.
Jason Dolley, starring in "GOOD LUCK, CHARLIE" and FEATURES
Sterling Knight, starring on "SO RANDOM" and features.
Charlie McDermott, starring on "THE MIDDLE" and features
and dozens of other young successful actors!



Well that is quite a list. That's 25 awesome ideas from me and inside information from 30 of my industry friends. **(I love you guys!)** I want to thank each of you for taking time out of your busy schedule to help me Actors.

Ok Actors, you now have more understanding on how to get more auditions and build your career. Print this book out. Highlight the advice. Incorporate these things into your plan of action. Do the ones that interest you. Do them in manageable steps, one at a time. Break it down into bite-sized pieces and put the action right into your calendar. No need to get overwhelmed. Take your time and steadily work through the actions you want to take.

Time, Time, Time. Do what you can control. This business takes time, perseverance, and delivering solid work all the time, every time.

Additionally, being successful in this business takes something very important that you can't control... **LUCK**. Remember preparation meeting opportunity = success!

The fact is, this is a competitive business to become successful in. But these ideas based on YEARS of experience in this business can make it easier for you. While you are diligently working to become

a highly skilled actor, be SURE to also learn to be highly adept at marketing and networking. That's the formula for success in this business. Forget about pipe dreams and overnight success. In this business slow, smart and steady wins the race.

You can do this!

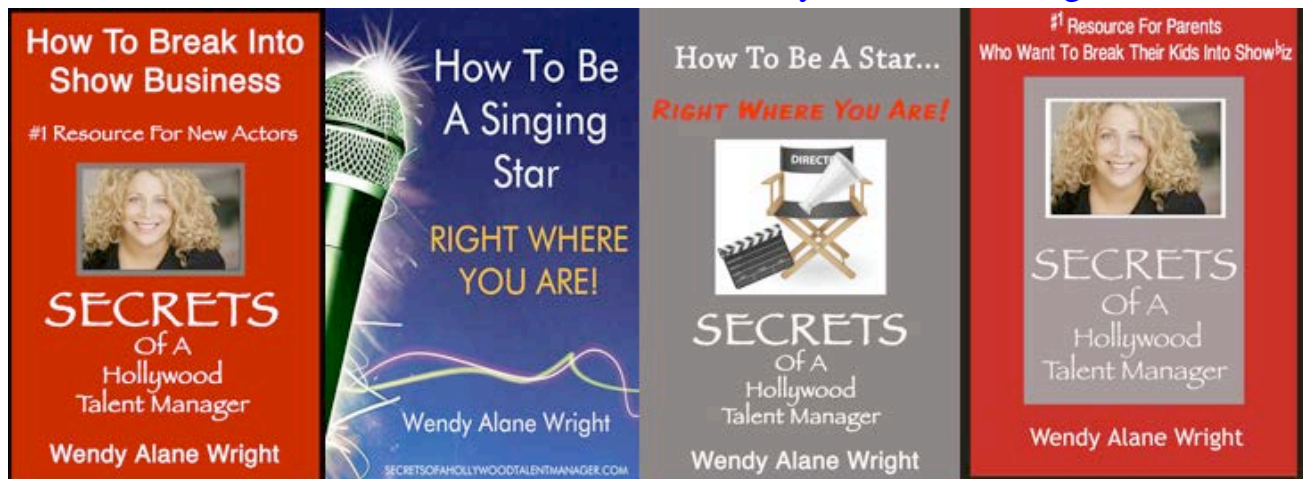
Good luck!

Wendy Alane Wright

THE HOLLYWOOD TALENT MANAGER

Be sure to check out my other books:

Available here: www.secretsofahollywoodtalentmanager.com



Acting & Singing Career Strategies from a top Hollywood Talent Manager