



Here is a look at the chapters contained in the *The Business of Acting* and some highlights of what you will learn from each chapter:

Foreword by Isabel Sanford

The Emmy Award-winning star of the long-running television series *The Jeffersons* offers her perspective on the business of acting and some advice to new, young and seasoned actors alike.

Preface

You will discover the back story to the book and why the lessons it teaches are so critical for all actors in the start, in the growth and in the journey of their careers.

Introduction

You will be introduced to the concepts and to the perspectives the book offers actors about all critical aspects of the business of acting.

Chapter 1: Skills to Build a Career On

You will be introduced to the four areas of skills that you will be exposed to throughout the book and learn why each is important for every actor to understand and to master.

Chapter 2: The Transition from Student of the Performing Arts to Professional Performing Artist

You will learn how to successfully transition from an actor who studies either at school or on your own into an actor who thrives in a professional career. You will also learn about "actor entitlement" and how to avoid letting that destructive pattern of behavior harm you and your career.

Chapter 3: One Step at a Time: Create Your Own Personal Business Plan for Motivation, Focus and Success

You will learn why a business plan is a vital tool no actor should be without. You will also be taken through the step-by-step process of creating one for yourself, using a series of interactive forms and templates provided in the book.

Chapter 4: The Business of Talent Representation: Navigating the Muddy Waters of Association

You will learn what every actor needs to know about the business of talent representation by an agent and a manager. You will also learn how to determine which kind of representation is best for you and your career.

Chapter 5: A Casting Director's Perspective

You will learn about the process of casting from a casting director's perspective. You will also learn about how to make every audition a successful one.

Chapter 6: The Art of the Head Shot: A Picture Is Worth a Thousand Words ... and a Career

You will learn everything an actor needs to know about the fine art of headshots and the role perception plays in how they are interpreted.

Chapter 7: The Art of An Actor's Resume & Bio

You will learn how to create a perfect resume and biography that are designed to showcase your training and your achievements.

Chapter 8: Unions & Actors

You will learn what every actor needs to know about the three professional unions and whether or when you should join them.

Chapter 9: Emotional, Physical & Fiscal Fitness for Actors

You will learn the three key elements necessary for a healthy and successful career as an actor.

Chapter 10: The Laws of Perception & Behavior for Actors

Don't make the same mistake the actor you will read about made. You will learn what the laws of perception and behavior are and how not to break them while in pursuit of your career.

Chapter 11: Publicity, Marketing & PR for Actors

You will learn how to create winning marketing materials for yourself and learn how to use them to attract the attention of agents, managers and casting directors.

Chapter 12: Notes for the Beginning of Your Journey

Every journey needs a map and someone to interpret the directions along the way. You will be given ten important notes to keep with you throughout your career journey.

Chapter 13: An Actor's Code of Ethics

We all live by a standard of morals and ethics that has meaning to each of us individually. You will be given a helpful and meaningful code of ethics to interpret and to integrate into the standards by which you live your own life as an actor.

Chapter 14: Helpful Web Sites, Online Services & Other Resources for Actors