



The contents of *The New Business of Acting* are rooted in the philosophy introduced and the lessons taught in the first book, while addressing how both the landscape and the industry has changed – and how to survive and thrive in it.

The New Business of Acting also teaches readers how to launch and market their brand through the creation of a customized Action Plan from which to build a career.

The chapters in *The New Business of Acting* are:

Acknowledgements

Foreword by Isabel Sanford (with an new author's note)

Preface

Introduction

The Transition from Student to Working Professional

- While the landscape has changed enormously, a successful transition from school to the real world must be approached with caution, optimism and realism. This chapter teaches you how to do that.

Skills to Build a Career On in The New Business of Acting

- The four critical skills introduced in the first book are reintroduced here and teach you how they apply and how to use them in the new landscape.

The Art of the Head Shot: A Picture is Worth a Thousand Words and a Potential Opportunity

- At its core, what was true about head shots as written in the first book still applies, but how to come away from a photo session with shots that will create your brand is a vital lesson to learn. This chapter will teach you how to achieve this goal with the still images that industry requires in the new landscape.

The Business of Talent Representation: A Perspective on the New Landscape

- It's a whole new playing field for both agents and managers in the new business of acting. This chapter will teach you what you need to know about when to seek representation, what to expect from representation and what those who will represent you will expect from you.

The Business of Talent Casting in the New Landscape

- How do they do it? The seemingly daunting task of casting a project can create an environment of challenges for both casting directors and actors. This chapter will explain that process to you and teach you how to ace every audition opportunity for the bigger picture of your career.

Self-Submitting: The Art of Selectivity in Pursuing Casting Opportunities

- The opportunity for actors to submit themselves on a myriad of projects and roles has never been greater, but so, too, have the opportunities to shoot themselves in the feet in the process increased. This chapter will teach you how to be smart about every self-submission choice you make – and when not to take the chance.

Unions and Actors

- As SAG and AFTRA steady themselves in the wake of the ugly contract battles of recent years, actors need to know what the new union landscape means for them and when – and more importantly when not – to join.

An Actor's Resume and Bio: Create Critical Work-in-Progress Tools that Define Your Unique Brand and Your Potential

- Learn how to create a resume and bio that is filled with truth and potential as you launch and grow your brand.

Emotional, Physical and Fiscal Fitness in the New Landscape

- If it were easy, everyone who dreams of being an actor would focused on their dreams. If it were easy, everyone would do it. But, it is not. The key to a long term successful career journey is rooted in fitness that serves your life, both personally and professionally. This chapter will teach you everything you need to know to survive and thrive in the emotional, physical and fiscal parts of your brand and career development.

It's All About the Plan: Create and Launch Your Action Plan for Career Success

- Learn how to create a personal Action Plan from which to launch or relaunch your career journey. This chapter will outline for you everything you need to know to develop and implement a strategy that will guide all stages of your professional life.

Notes for the Beginning of Your Journey

- This chapter introduces you to a list of notes and instructions for the launch of both your Action Plan and career journey.

An Actor's Code of Ethics

- Discover and make your own fourteen proclamations for career and personal success.

Resources for Actors

- This chapter lists the professional and industry resources available to assist you.

Websites Referenced in *The New Business of Acting*

- This chapter lists all of the website referenced in *The New Business of Acting* (which you will also find on our website resources page).

The Last Word

- A final, personal note from me to you.

Notes

- Here is where you will find a list of references to specific examples and case studies discussed in the book.

Appendix: About the Author

- My biography and contact information.