
It only takes one idea, one second in time, one friend, one dream, one leap of faith, to change everything, forever.

Just one!

Yet eternity lies in the palm of your hand.

Hallelujah!

The Universe (www.tut.com)

Introduction

(Excerpt Number One)

Welcome to **Aligning your Brand™!** First you defined your acting presence and purpose by developing your branding statement. Now you're going to learn how to be a ShowBiz success. We're going to explore business strategies that work. And then apply them to your acting career.

This workbook differs from **BRANDact™** in two important ways. One, the purpose of **BRANDact™** was to define your Actor-Business. In **Aligning your BRAND™**, you strategize the best way to market it. Two, in **BRANDact™** you create one bold statement that describes who you are as an actor. You also find out how to create killer headshots and marketing materials. In this workbook, you're going to learn how to use your brand and marketing materials effectively. You're going to explore **the SUCCESSact™ formula** and how to apply it to your Actor-Business. Through the exercises and guided imagery in this workbook, you create a powerful process . . . **a process to put the CAREER in your acting!**

So, to begin the **Aligning your BRAND™** process, declare yourself an **Actor-Business** called **(Your Name), Unlimited** (or whatever else you'd like to call it) to yourself and to the world. Take a minute right now and name your business. You may want to use parts of your branding statement to do so. For example, one of the **BRANDactors** has "*Peaches and Cream with a Poison-Tipped Tongue busting humanity one role at a time*" as her branding statement. A name for her business might be "*Peaches and Poison*" or "*Peachy Humanity*". My branding statements for all my businesses all have the word "transformation" in them. Therefore, I'm toying with calling my umbrella company "*A Transformation Celebration*". Take a few minutes and write down a name for your business on the next page.



Remember that it's not carved in stone; you can always change it later. As a matter of fact, you can even write it in pencil!

THE NAME OF MY ACTOR-BUSINESS IS:

Okay . . . now that you've named your business . . . start thinking like one. Successful businesses all have success strategies. So let's strategize. On this page is a strategy for acting success . . . what I call **\$UCCESSact**. We're going to go over each part of it in detail on the following pages to manifest success in your career and in your life:

\$UCCESSact Formula

YOU + ROLE = SUCCESS

INSIDE
(Acting [Life, Spiritual] Purpose + Aligned Prosperity + Training)

+

OUTSIDE
(Logline + Values + Acting Business Philosophy + Training)

Extraordinary Wins from Who-You-Know
(Act-ive and Non-Act-ive Marketing)

Targeted Outcome from Connections with Agents, Casting Directors, Directors, Producers, etc.

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Fulfillment of Acting (Life, Spiritual) Purpose



As you can see, your **Acting Success Formula** starts with **YOU!** How could it not. Because **YOU** are the product.

Getting out of your Comfort Zone

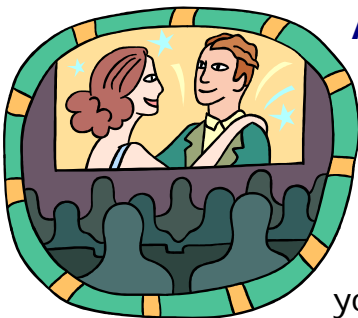
(Excerpt Number Two)

It always amazes me that actors, who spend most of their lives out of their comfort zone when they act, often spend the rest in safe poverty consciousness. I'm going to tell you a little secret, one taught to me by *Outrageous Business Growth* guru, Debbie Bermont:

In order to be successful, you must be uncomfortable on a regular basis!

You do it already as an actor! Now do it as an Actor-Business! So let's set a goal today to get uncomfortable. And it's okay if you want to do this in baby steps. You know, as an actor, that if you keep slowly expanding your expressive envelope that eventually you'll feel safe expressing whatever you need to express to make the role work. This is exactly the same thing!

And this is the way we're going to do it. Most businesses define success in sales. You're going to define yours in **Actor-Business Actions**, **Auditions**, and **Roles Booked**.



Actor-Business Actions are any actions you do to get your career moving. They could be anything from going to acting class or other career classes (doing exercises in this workbook count as actions so you've done at least one action this week) to doing headshot drops to submitting yourself online for parts. Count up everything you did this week for your Actor-Business and write the number below.

We're going to plan specific actions you can take to move your Actor-Business forward when we get to the "Extraordinary Experiences through Connections" part of this workbook. To make sure that you know what type of actions you might take to move your career forward, **Actor-Business Actions** are labeled "**A-BA**" in that section.

But, for the time being, count up all the actions you think you've done this week to move your career forward. If you're not sure, estimate.

Auditions are actual try-outs for parts. For example, if you submitted for . . . say . . . seven roles last week and went to one audition, write "7" next to **Actor-Business Actions** and "1" next to **Auditions**. Most auditions are in person, but if you also did video or voice-over auditions last week, count those too.

Roles Booked includes any roles you actually get. You'll audition for 99% of the roles you get. Count them whether you actually act them or not. Roles won are a true indication of your acting success, whether you're doing community theatre or SAG features.

Current Comfort zone

Actions to move my Actor-Business forward last week _____
Auditions last week _____
Roles booked last week _____



Now let's make a plan to get uncomfortable! And I don't care where you're at in your career. Maybe you're going on daily auditions and booking one role a week. Maybe you're just getting your headshot taken. Wherever you're at in your career, whatever steps you take will allow prosperity energy to flow. So up your numbers below whether you're just taking actions or actually going on auditions. Go for it!

Uncomfortable zone

(Write the numbers in pencil)

Actions to move my Actor-Business forward this week _____
Auditions this week _____
Roles booked this week _____

Be Big. Think Big. Act Big. Dream Big—Conrad Hilton

Now I'd like you to rate how confident you are that you'll do the number of things you said you'd do in the "Uncomfortable Zone" on the last page on a scale of 1 to 10. "1" means that you have no confidence that you'll accomplish these things, and "10" means that you're 100% confident that you will.



Confidence Level *(Write a number from 1-10)* _____

If your number is less than a ten, you may have some doubts that you can accomplish the goal you set for yourself. *And any doubt restricts energy flow.* So either go back and change the numbers in your "Uncomfortable Zone" (that's why we wrote it in pencil) so that you can

make success achievable. Or get ready to clear out the cobwebs that are truly keeping you stuck from moving forward!

+ EXTRAORDINARY WINS FROM WHO-YOU-KNOW

(Excerpt Number Three)

All successful people have two things in common. They believe that it is possible to succeed and they keep taking action on that belief. All of the planning that we do today is not going to move your career forward unless you take action on it!

There is no try. There is only do or do not.—Yoda

I call this section “Extraordinary Wins from Who-You-Know” because the old saying is true . . . ShowBiz is **REALLY** about who you know. But you might be surprised to know that the basis of any successful business is built upon the small positive connections that you make that lead to big business results. In ShowBiz, these connections are usually more intense, rewarding, disappointing and uplifting than most. That’s why I’ve dubbed them “extraordinary”.



Act-ive Marketing

(Excerpt Number Four)

Every time you act to make a connection with someone who can potentially hire your acting services, you are doing marketing. So in order to start marketing, you have to first find out who “all those beautiful ShowBiz people out there in the dark” are!

BRANDact™ CONTACT List

(Excerpt Number Five)

In order to figure out who might be the best people to market your acting services to, it’s important to **put everyone you know in ShowBiz in**

one place. You may have all your ShowBiz contacts neatly typed into your Outlook, Holdon Log or Palm programs on your computer, but putting them on one chart so that you can see them on a daily basis gets your energy flowing. And inspires you to action. So here's what we're going to do!

I learned this simple process from *Flash Forward's* Heidi Wall and Suzanne Lyons and have been forever grateful for it! I've added my own spin to it, however, by using the guided imagery script to the next page to anchor it into your Actor-Business success consciousness.

Take a large piece of poster board, butcher paper or any other large surface and write everyone you know in the Entertainment Industry on it. You can even push-pin the names onto a bulletin board or write them onto a grease board that you hang in your bedroom or office. But, whatever you do, be creative! You might want to categorize the names too. Write "Actors", "Directors", "Casting Directors", "Producers," "Coaches", "Assistants" and any other category you can think of at the top and list everyone that you know in that category underneath. List at least their phone numbers and e-mails underneath their names . . . and fax numbers, addresses, and any other pertinent information (what cigars they smoke, what flowers they like, how they take their coffee, yadda yadda) if you'd like.

Use colored pens, pencil, crayons, anything that inspires you. Then you might want to decorate your chart with stickers (stars and arrows are nice), photos, pictures from magazines, hot-glue-gunned crystals and other objects . . . whatever you feel should go on the chart.

This process may take several hours, so for right now at least write the categories along the top of a piece of poster or butcher paper and start listing names on it. And give yourself one "**A-BA**" for doing this. And every time you do some more work on your list, including adding new contacts, give yourself another "**A-BA**".

Now we're going to do a process to align you with your contacts. So put down your workbook and Contact List, sit in a chair or lie on the floor



Take a few deep breaths and then continue to breathe normally. Notice your breathing and dwell on it for a few moments. See how easily your chest rises and falls when you breathe in and out.

Now see all the people you know in ShowBiz standing before you. Perhaps there is someone you forgot on your list. Acknowledge them with a nod. See all these people smiling and accepting you into their presence.



Now notice if there's a change in your body. Is your breathing more rapid or your pulse racing or your heart fluttering? If so, turn your attention inward and calm yourself by breathing deeply so that you are as calm and relaxed as you were when you started this exercise.

When you feel relaxed, turn your attention back to the group of people standing before you. Bless them silently or out loud for being in your life. Then ask them all for help. Help so that you can be successful in your acting career.

As you look at the group, notice that a smaller group of people begins to walk to the front of the group. These are the people who are aligned with you and your Actor-Business . . . the ones that can give you a role today . . . your Act-Pack. Smile at them and thank them silently or out loud. And so . . . now see one of your Align Team come forward and give you a gift today. An invisible gift that you can carry with you at all times. A gift that reminds you that your Dream Team is always on your side and will help you succeed.

Thank your Act-Pack for showing up today. Put the gift in your pocket. Now count from five to one and when you get to one you'll be back in the room. 5-4-3-2-1! And so it is!

Seeing all those people in front of you must have been quite an experience! I'm not surprised if your heart fluttered just a little.

Now take your Contact List and add the names of the people you saw in the imagery that you forgot to write down the first time. Then circle or highlight your Act-Pack . . . the ones that you saw in the imagery as stepping forward to show up for you today. Don't be daunted by who's in your Act-Pack . . . even if you saw Steven Spielberg! Trust that whoever

showed up today is supposed to be there in your life to move your acting career forward.

Then find a place to display your Contact List in a prominent place in your bedroom or office as a constant reminder that your career is growing with Extraordinary Experiences from Who-You-Know. Keep adding to the list as you make new contacts. I guarantee you that your **BRANDact™ CONTACT List** will be a vital tool to grow your Actor-Business.

Marketing Strategies

(Excerpt Number Six)

If your Act-Pack didn't show up for you or your Contact List is sparse, there are other ways to make contact. Here are some of them. Of course . . . even if you know tons of people . . . it never hurts to add more names to your Contact List.

Networking

(Excerpt Number Seven)

When I was acting, there were no such things as Entertainment Industry networking meetings. Places where you can meet others in ShowBiz and make strategic alliances that may lead to acting roles. Now they're all over the place . . . possibly because networking events are so popular for other types of entrepreneurs nowadays. Here are just a few in Los Angeles and their URLs:



The Hollywood Networking Breakfast

www.changingimagesinamerica.org. This is a terrific group that meets at Paramount the last Thursday of the month. You can meet all sorts of industry people here. They also have great speakers. And you don't have to be a member to attend.

Cinewomen

www.cinewomen.org. Networking, screenings, events . . . and men are also invited. I'm currently the Secretary and head of the Actor's Group. You don't have to be a member to attend the events, but do to attend subgroups.

Film Industry Network

www.FilmIndustryNetwork.com. Another great group! FIN has different divisions and there's an Actor's Group which you have to be a member to attend. For info, contact lorinevansfin@aol.com. Lorin Evans is a BRANDactor!

Women in Film

www.wif.org. WIF also invites men. They have all kinds of events and networking breakfasts throughout Los Angeles. And they also have an actor's group, but you have to be a member to attend. For more information, contact leslieberger2002@yahoo.com.

Creative Actor's Alliance

<http://creativeactors.com>. I've heard good things about this group, which was started by a bunch of actors. Their monthly Saturday networking brunch is free and, according to their website, is one of the largest networking events in the city. They also do plays, produce films and you can post your picture and resume on their website if you become a member.

And here are some networking guidelines to follow:

- 1. Don't tell people about yourself.** Most people have no idea how to network! They go around telling other people what they do and collecting a stack of cards they never use. And then realize they've paid \$20 or \$30 to attend a networking meeting for nothing.
- 2. Find out about people instead.** Make a promise to yourself to talk to at least three people. Be charming, personable and interested. Use all your acting listening skills! Most of all, be yourself. **Ask them what they do instead of telling them what you do.** Remember . . . you're looking for people who are aligned with your brand and business philosophy. When you find one, jot down some brief facts about them on the back of their card for future reference. Networking can be daunting in the beginning, but after you do it awhile it lots of fun as well as good for your Actor-Business. So just keep going!
- 3. Call people that you are aligned with within 24 hours.** If you find someone that you think might move your career forward . . . or someone you'd like to know better . . . don't hesitate to call them. Make a date for coffee or a drink. Start a relationship with them. You never know where that relationship might lead.

4. **Dress appropriately.** I don't expect you to wear business attire to these things. But my usual "uniform" is stretchy clothes or tailored slacks with an interesting coat or shawl over it. It's arty but professional. It's what I always wear. And Sondra Lord of the Hollywood Networking Breakfast always complements me on my attire. What I wear has helped me gain an important ally in ShowBiz. So don't go to these things unkempt, unshowered and in ripped jeans. But DO dress in a way that's comfortable and suits your own personal style.
5. **Have excellent marketing materials.** We talked a lot about the importance of marketing materials in **BRANDact™**. If you're going to network, it's crucial that you have postcards and business cards made up that reflect your brand. And PLEASE keep them current. One of my biggest pet peeves is business cards with a number or e-mail address scratched out and rewritten in pen. You can get 1000 for under \$40 at gotprint.com. So never go to these things with out-of-date cards or postcards.
6. **Rehearse your round robin!** You usually get a brief time to get up and tell the entire group about what you do. If your round-robin, which is what they call this brief speech, catches everyone's attention people will find you! I always sing mine because I used to be a singer. One director actually followed me out in the hall at one meeting! She was looking for an on-set coach for a project and was obviously someone who was aligned with my brand and business philosophy.

Give yourself one "**A-BA**" if you find someone that's aligned with you and one "**A-BA**" if you call them within 24 hours to make further contact. And, heck, if they agree to meet you in any way, give yourself TWO "**A-BA**"s. You deserve it!

Mentors

(Excerpt Number Eight)

Asking one or more of your Act-Pack to be your mentor is a great way to get access to them. Most business people have Mentors. A mentor is someone already successful in ShowBiz that is aligned with your brand and Actor-Business philosophy. It could be an actor, but could also be a director, producer, casting director, agent . . . even an acting coach. A Mentor's task is to give you good advice about reaching your ShowBiz goals. **The Mentor relationship is not about them getting you a**

job, so don't even think about it! If you request information instead of employment, you'll have a better chance to make contact with someone you've always admired. Who may say the one thing you've



always needed to hear to **put the CAREER in your acting!** It might help to tell them you're taking a class and that getting a mentor is a **BRANDact™** requirement. Then follow these guidelines:

1. Ask your mentor to spend a brief time with you on more than one occasion.

Ask for five or ten minutes of their time on two or three occasions. They're much more likely to mentor you if talking to you won't

take much of their time. Then be sure to call or meet them exactly at the appointed time. Don't keep them waiting! Also be sure to watch the time during your meeting/conversation and remind them when your agreed-upon time is up. They may or may not want to chat more. If they do, keep reminding them of the time every five or ten minutes. Whatever they're willing to give you in time and advice, respect their wishes. And when the first session is over, politely ask for a firm appointment for your next.

2. Write out a list of well-thought-out questions in advance. If you get nervous, then you'll be able to refer to your written questions.

3. Don't go for famous actors or other ShowBiz luminaries first; choose someone more approachable. You may get discouraged if you try for Tom or Nicole or Meryl or Jack as your first mentor. Most famous people are either too busy or too unapproachable. Shelley Winters is one of my mentors. But she was once my coach, her only niece is a good friend and I know that she has lunch at a certain Hollywood restaurant almost every day . . . so approaching her was easy. Up-and-coming Showbizzers, such as actors who are TV guest stars, on the other hand, may be honored to be your mentor. Make sure that you choose someone who you think shares your Actor-Business philosophy, however, so that you can gain good information to move your career forward.

4. Be respectful, but don't forget to be yourself. Talking to someone you admire may be intimidating. The first famous person that I ever met is someone I'm DEEPLY in awe of . . . Ray Bradbury. I was absolutely tongue-tied! And the first day I walked into the Actor's

Studio, I ran into Ray Walston. AND Burgess Meredith! I froze! But later on, I got used to having half the famous actors on the planet around. Some even became friends. So if you tend to get tongue-tied around famous people, start small. Your acting coach or an actor in your class that has done some work will suffice. You can call Merle next time!



You may find that you just get your questions answered. Or you may build an enduring ShowBiz relationship. One of my best friends, a voice-over artist, first found the idea of getting one mentor daunting. Now she has THIRTY-FIVE. And a top advertising executive in Los Angeles is now her mentor and friend. For voice-over artists, snagging him is like having Steven Spielberg or Meryl Streep as your mentor. He's never given her a job, but has opened a lot of doors for her. Having mentors can be magical for your career!

Approachable Mentors:

Famous Mentors:

(Choose a couple and go for it!)
