



**STAND  
APART!**

**7 STEPS  
TO**

**PUT THE  
CAREER  
IN YOUR  
ACTING!**

**BRANDact™  
YOU!**

An Introduction to Branding  
Excerpts from the BRANDact™ YOU eBook  
By  
**Jill Place**  
The Acting Intuitive

## **7 Steps to BRANDact™ YOU!**

A **BRANDact™** Branding for Actors e-Book

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Welcome to **BRANDact™**! I'm Jill Place, **The Acting Intuitive**. I've been an acting coach for over twenty-five years. And during those years, I've counseled a lot of actors about how to succeed in ShowBiz.

A couple of years ago, I took a branding seminar with my friend and branding guru, Kim Castle. And found that as soon as I could actually put what I did in my business into words, I began to get more business.

I thought that branding might also work for actors. I was once one myself, and know that actors usually have no idea how to market themselves. So I let the acting community know that I was going to do my first day-long branding workshop. And it was overbooked in one week! Not only was the workshop a resounding success. But the **BRANDactors** who took it immediately had huge wins in their careers. One **BRANDactor** was given star treatment on her sitcom pilot shoot! Another went out and booked an acting job the very next day! And still another is featured on a major TV sitcom this fall!

I thought that I was just giving actors some sound business advice. I found instead that once actors wrote their branding statements and focused upon marketing their acting best, magic began to happen!

Here are some quotes from excited actors bubbling over with excitement about the workshop:

*"The workshop allowed me to realize that I am on the right path, and need the help of BRANDING to pull all of my marketing materials together. The workshop also allowed me to really grasp who I am as an actor, and what my life purpose is."—Leah Cevoli*

*"I have already applied the idea of branding to my life. Since the workshop, I have felt more secure about what I am doing. I feel much more confident and amped up about where I'm going in my career."—Ima Uko*

*"Jill's event was enlivening and perfect in every way. Deepening myself to write a "branding" statement (given a full day), is empowering. And brings me exactly to why I'm an actor now."—Doris Martin*

*"I thought about you today, and the miracles we all made together. It was a wonderful day, and a transformative experience!"—Pamela Clay*

But I discovered that branding may not be enough. In order to REALLY succeed in ShowBiz, you have to align all your energies for success. So I created the **Aligning your BRAND™** workshop so that actors could:

- **Develop an internal acting success consciousness!** In order to manifest success, you have to be 100% confident you will achieve your acting goals. We'll first define your goals together. And then we'll make sure that there'll be no doubt in your mind that you can achieve them!
- **Learn the SUCCESSact Formula: YOU + ROLE = SUCCESS!** Like all good businesses, we'll identify your target market . . . casting people, agents, managers, sitcoms, episodics, independents . . . and strategize how you can get them to buy what you have to offer . . . YOU!
- **Get vital tools to make you successful!** Find out how to network, audition, get mentors, do online submissions and lots of other ways to Act-ively Market yourself!
- **Find out how to stay on track and plan for continued success!** Learn the **NAPA PROCESS** to get you unstuck from your day-to-day muck. And also how to make a weekly plan to move your career forward!

Now the things that **BRANDactors** learned in these terrific workshops can easily and inexpensively be yours in e-Book form! The **BRANDact™** workbook will be available 2007 with lots of journaling, processing, guided imagery and acting exercises to help you create a killer branding statement. Along with information about how your headshot and other marketing materials can be the best they can be!

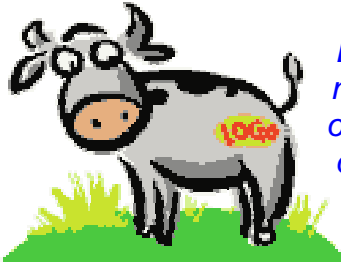
Until then, you can get the PDF version of the **Aligning your BRAND™ eBook workbook**, which will be available on the internet sometime in February, 2007 plus the complete version of this eBook full of my published branding articles and handouts from the workshop. **PLUS A HALF-HOUR PHONE CONSULT WITH ME** that you can use any way you want . . . from making your branding statement pop to finding out what's really missing in your acting career. **PLUS A 20-MINUTE SUCCESSact™ PSYCHIC READING! \$150 VALUE . . . ALL FOR \$39!**

So . . . if you're interested in this terrific offer, give me a call at (323) 225-9850 or e-mail me at [jill@actingintuitive.com](mailto:jill@actingintuitive.com) with your credit card information (name as it appears on your card, credit card number, card expiration date). Or send a check made out to **Change Magic Unlimited** to Jill Place, 1309 Montecito Drive, Los Angeles, CA 90031. Don't forget to send me your e-mail address too, however, so I can e-mail you the eBook.

I'll also subscribe you to my eZine, **Acting Magic**, so that you can keep current with what's new with **BRANDact™**. Very soon, you'll be able to purchase **BRANDact™** products online, including guided imagery downloads and CDs that contain all the guided imagery scripts in each e-Book. And . . . don't forget . . . I also do individual and group acting coaching as well as career, headshot and branding consulting.

## STEP ONE: WHAT IS BRANDING?

Branding is the biggest buzzword in business today. *Branding*, as my friend and branding guru Kim Castle defines it, *is the process of creating precise and pinpointed communication of your product, the value it stands for and the feeling your customer gets from it so that you can make an indelible mark or impression.* Since you are the product if you're an actor, your brand is a very personal reflection of you and your particular talents. In the book, *Brand Yourself*, Andrusia and Haskins make the case for personal branding with this quote:



*Branding is such a powerful tool in selling a product that it makes perfect sense that we as individuals should brand ourselves—thereby creating a strong, positive sense of ourselves (the product) and our services that is different and better than what our peers have to offer (the competition)—for the greatest possible career success.*

Why bother to brand yourself? Well . . . I don't know the actual statistics . . . but there must be tens of thousands of acting hopefuls that flood into LA every year. There are more than 120,000 Screen Actor's Guild members alone. So how can you stand out from all that competition?

If you don't create your own brand, most likely someone else will create theirs and steal your show. Your TV series, guest star turn or movie lead! When you brand yourself, you create a consistent approach to your acting. And how you present yourself professionally. You'll become a powerful force instead of just another player. You'll stand apart.

When I was acting, I saw myself as a dramatic actor. After all, I had done all that Method training, been at the Actor's Studio and was even a Method teacher. I wanted to do Brecht. But my forte was comedy. I auditioned for drama after drama and never got cast. One day, I had an epiphany. A friend of mine who was Andy Kaufman's head writer auditioned me for a one-line part in Andy's first TV special. He said to me, "you can't say anything without being funny!" Then it hit me. I was going about this all wrong! I did the special. And changed the way I saw my career. I began to market myself as a comedienne. And got work.

So when I became an acting coach, I didn't change that comedy brand. After all, Jill Place didn't change. Only her profession did. And now people from all facets of the Industry complement me on my Acting Intuitive headshot . . . the one on my bio and website. Everyone says, "I was drawn to your photo because you look funny and fun and like someone I'd like to work with." And that's exactly how I want to brand myself. Because it matches **not only what I do well, but who I truly am.**

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Most actors, however, have no idea how to sell themselves. Or even what to sell. Part of the reason is that we work from a place of powerlessness, a place that Kim calls "Please-want-me-ville". We keep putting ourselves on the audition block. But very seldom get sold. We also tend to define ourselves by what we think everyone in the business wants. Or what our agent wants.

But what if we approached our acting careers knowing who we are, what we want and how to show that to the world instead? Part of branding is getting into our power and leaving "Please-want-me-ville" behind forever.

I actually wear two career hats. I coach acting part-time. And the rest of the time I'm an alternative medicine practitioner, medical intuitive, Certified Clinical Nutritionist and Registered Dietitian. I'll soon be premiering a weight loss program called *Get Lighter* online. So a while ago I spent \$600 on a *Get Lighter* logo. We worked for months trying to come up with one I liked, finally settling on one that was OK but didn't knock my socks off. Then I took Kim Castle's wonderful Brand U workshop. As a matter of fact, I just signed up to do it again so that I can brand my other company. You can find out more about Kim's workshops and branding services at [www.whybrandu.com](http://www.whybrandu.com).

Branding is a process that helps you bring what's inside out. That *Get Lighter* logo didn't work because I thought I could create it from the outside in. In other words, that cute little logo really had no meaning because it wasn't a reflection of a bigger idea. Until I did the branding process, I didn't know deep down what *Get Lighter* was really about and what I wanted it to do for people. After spending a grueling but rewarding day answering questions, doing guided imagery and probing my soul, I was able to write a branding statement that reflected my character and personality as well as telling the world who I was, what I could do and what it could count on from me. As a result, I now know what *Get Lighter* means to me. Developing that branding statement also enabled my graphic artist to create a killer *Get Lighter* logo that beautifully symbolized the program concept. He did it about five minutes. And it cost me a whole lot less.

## **STEP TWO: BEGINNING THE PROCESS**

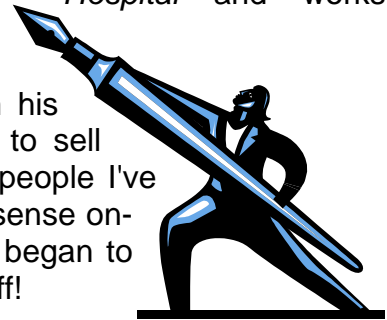
But branding isn't just a logo. Or a headshot, which I guess could be considered the actor's logo. It's a consistent, clear message of who you are and what your product is. A message that evokes some kind of positive emotional response. To get to this message, you have to spend some time and work through the branding process. Some of this process I've learned from Kim and some I've created myself from my years of experience in ShowBiz. And now I'm giving it to you!

Writing and guided imagery processes to prepare you to develop your branding statement are included in the complete eBook.

## STEP THREE: DEVELOPING LOGLINES OR "I'M NOT JUST LIKE . . ."

James Evans is fearless about his acting career. He did 40 films in the year that he studied with me, has a regular recurring role on *General Hospital* and works constantly.

One of the reasons that James has done so well with his career is that he knows his acting strengths and how to sell them. James is one of the kindest and most generous people I've ever met. But because of his tough exterior and no-nonsense on-screen persona, he's cast a lot as cops. And when he began to bill himself as "The Top Cop", James' career really took off!



So when James and I began to chat about my **BRANDact™** workshop one day, I was all ears. James and I talked about developing loglines . . . descriptive phrases that define your on-screen persona. Loglines have been widely used in the Industry for years to sell film scripts. As a matter of fact, I've never seen a script that didn't have a catchy little premise-summarizing logline.

But loglines have been used to describe actors too. Years ago in silent pictures, Clara Bow caused a sensation as "**The IT girl**". Clark Gable was "**The King**". So was Elvis. Boy . . . am I dating myself or what! But you don't have to be a star to have a logline. As a matter of fact, if you're branding yourself, loglines are a crucial part of your brand.

Loglines spotlight your single greatest acting strength. For example, see if you can guess what movie star might have this logline:

### **An ultraphysical megastar clown**

If you guessed Jim Carrey, you're right!. Other actors like Ben Stiller and Owen Wilson may also squeeze into this logline mold, but when I see the word "ultraphysical" I immediately think of Carrey. Because that's the single acting quality that sets him apart.

I know that Jim Carrey does other things besides being ultraphysical and a clown. As a matter of fact, I wasn't a fan until his dramatic turn in *Eternal Sunshine of the Spotless Mind*. But being outrageously physical and funny was the way he made his original mark. **The key to developing an acting brand is to figure out your**

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**single greatest strength as an actor and then focus on selling that.** When you finally do your breakthrough role and scripts start piling up at your door, then you can show the world how versatile you are.

## **STEP FOUR: CHARACTER TYPE TEST**

Branding is a process. So don't fret if you can't come up with a killer logline after reading the last article. I've given you lots of other tools to help you. There are further logline guidelines in Step Five and suggested words you can use in Step Six. If all else fails, we can always do a session together.

Another way to start the process is by figuring out what broad character type you are. And one of the ways one can do this is to take one of the many tests available that type you. The complete eBook includes one of these tests.

## **STEP FIVE: LOGLINE GUIDELINES**

Here are some guidelines to help you write your logline. Just have fun, start playing with words and trust the process!

1. **Focus on the one thing that distinguishes you most from other actors.** For example, I have no idea who that actor is who fast-talked himself through decades of commercials, but that one quality makes him unforgettable. If I were writing a logline for him, I'd definitely mention his fast-taking skills. Sometimes your single distinguishable acting quality is not that obvious, however. But figuring out what you do best and focusing on selling that one thing is the best way to market yourself.

There are other logline guidelines included in the complete eBook.

## **STEP SIX: LOGLINE WORDS**

Here are some words that might be helpful in developing your branding statement. Nouns and adjectives are more appropriate for loglines and verbs and adverbs for defining your acting purpose. We'll talk about how to find your purpose in the seventh **BRANDact™** step below.

A complete set of words to create your logline and purpose are included in the complete eBook.

## STEP SEVEN: FINDING YOUR PURPOSE

When I was a young actress, I knew Debra Winger. No, she wasn't a big star then. She was a waitress at the Improvisation in Hollywood. Winger was obsessed about acting. It drove her. And she never doubted that she was going to make it.

I've always thought that Winger's single-mindedness of purpose about her life and career enabled her to succeed. Winger's success reminded me of Viktor Frankl, the father of Existential Psychology. Frankl wrote about the vital importance of finding your life's purpose in his landmark book, *Man's Search for Meaning*. He also wrote of his experiences as a World War II concentration camp survivor.

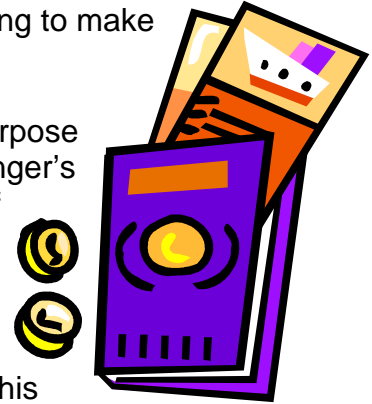
Frankl discovered that he obviously couldn't change his situation. But he could change the way he felt about it. As a result, he became one of the camp's leaders. And the Nazis even sought him out for advice!

Like Frankl and Winger, I believe that you have to have a deep sense of purpose about your work and your life to succeed at both. Beah Richards, the extraordinary Academy Award-nominated actress who inspired generations with her truth and majesty, said, "it is not about making your living as an actor; it is about you living as a human being".

When you're positive about your life, you can also be positive about your living. But not all actors are that way. Since my acting articles appear in a lot of publications, I often get e-mail rants from disgruntled actors. I got one the just other day from a guy who complained that he's been in the business five years and still can't get a job. He sarcastically raved, "God what does it take? Over ten films and not a shirt on my back, not a penny to my name." I wondered why he was still acting; he seemed so needy and unhappy. Carry sarcasm, neediness and unhappiness with you into auditions and see how many times you land the job. I'm sure this actor was unconsciously sabotaging himself. Or he may not have had a strong enough reason to start acting in the first place.

Let's face it . . . the Entertainment Industry is tough. And **without purpose and focus, it's very easy to get sidetracked, stuck and negative** like the actor above. That's why your acting purpose needs to be a vital part of your branding statement. It'll keep you on track and inspire you even when you haven't booked, you're dreading your next audition or inertia has set in.

Instructions for creating your branding statement are included in the complete eBook.



Once you have your branding statement, you can use it to present a consistent image of yourself in your marketing materials and at auditions. For example, if you were “serio-zany”, the colors that you wear, the way you pose in your headshot . . . and the way you walk into an audition for that matter . . . would be totally different than if you were a “bad boy”. Your total demeanor would also differ if your purpose was “making people laugh” versus “transforming people’s lives”. Once you’ve stated your brand, you can live it. After all you ARE an actor.

I hear all the time from actors, “My agent never sends me out for what I’m really right for!” So I’d also suggest that you share your branding statement with your photographer, your publicist your agent and whoever else is on your Marketing Team so they can see who really you are and how you want to sell yourself as an actor. I may be intuitive but I can’t read minds. Neither can they!

Feel free to use your logline on your marketing materials. But reserve your entire branding statement for your Marketing Team and yourself. The world doesn’t have to know your inner acting purpose. But you do.

Through your branding statement, you can find your unique voice. As Beah Richards said, “It’s about what you have to say. The last word has not been spoken!”

