

Career Transition: Marketing/promotion

Essential Business materials to consider:

- 8X10 Professional headshot
- Resume
- Postcards/Business cards
- Personal Stationary
- Email address with professional contacts
- Professional website
- Digital material (Reel/VO reel/Intro Reel)
- Biography and One Minute "Elevator" introduction
- Social media page (facebook, linkedin, youtube, etc.)

Checklist for the professional actor

- Assembled material that reflects my, "cast-a-ability" and talent
- Research trends and new projects in the industry -New shows & in Development.
- Create and maintain a list of professional contacts for mailing/emailing/calling.
- Create a template cover letter, resume, demo material with a professional look.
- Added my demo(s) (video and/or voice-over, resume, picture, references) to a website of my business.
- Target my material to all professionals contacts in my list.
- Maintain a business wardrobe
- Prepare for every audition and opportunity that is available.
- Follow up every audition and opportunity with a thank you note.
- Continue to update, rehearse, take classes, prepare material that I may be called upon to audition for.
- Develop a marketing plan and commit to it.

Resources:

www.actorsaccess.com
www.playbill.com
www.imdb.com
www.backstage.com
www.ibdb.com
Variety publication
NY times theater reviews
Hollywood reporter

Clearly, some of these items may not fit into your plan. It is up to you to decide, of course.