



Self-Management for Actors: Getting Down to (Show) Business

Bonnie Gillespie

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No other book for actors focuses so succinctly on the business of self-management. Whether an actor has an agent or manager or is building toward assembling that team, "Self-Management for Actors" will provide a roadmap for surviving--and thriving--in the entertainment industry. There is nothing magic or even a little mystical about the business side of the business. There is, however, a cloak of protection around some industry information. The good news is, "the edge" that actors are seeking is in your hands already! Knowing your type, researching the target buyers of that primary type, staying on the radar in organic and meaningful ways, producing your own content to showcase what you do effortlessly, and learning how to network like a ninja is all within your control! Sure, there's work involved, but once you come at it from a place of owning your "bullseye," it doesn't feel like work. It feels like living your dreams! These self-management principles are simple, accessible, and do-able! No silly "actor busy work" here; SMFA is about balancing your creative fire with the organizational skills that will allow you to navigate this business without "leading from need," as so many actors tend to do. Peppered with real-world examples from working actors and behind-the-desk advice from industry pros, "Self-Management for Actors" has quickly become the most well-worn book on every actor's bookshelf. Author Bonnie Gillespie has taught the SMFA principles all over the world, helping actors navigate tier-jumps from the very beginnings of their creative careers on up through crafting that first acceptance speech! With a pocket companion guide and interactive support, this book is an actor's best friend. It's Hollywood grad school... in book form!

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