
Executive Certificate in Acting for Film and Television

The Business of Acting: Marketing and Self-Promotion

In the Executive Certificate in Acting for Film and Television, the Business of Acting: Marketing and Self-Promotion course covers key terms and vocabulary that are crucial for actors to understand and utilize in their careers. Here, we provide a comprehensive explanation of these terms and concepts, including examples, practical applications, and challenges.

1. **Brand:** A brand is the image and reputation that an actor has built over time. It is the unique combination of skills, personality, and appearance that sets an actor apart from others. Examples of strong actor brands include Meryl Streep's reputation for versatility and Emma Stone's comedic timing. Actors can build their brand by consistently showcasing their unique qualities in their work and online presence.

Challenge: Define your brand and create a personal logo or headshot that represents it.

2. **Target Market:** A target market is the specific group of people that an actor wants to reach with their marketing efforts. This could include casting directors, agents, or producers in a specific genre or location. Actors can identify their target market by considering their brand, skills, and career goals.

Challenge: Identify your target market and create a list of specific people or organizations to reach out to.

3. **Marketing Materials:** Marketing materials are the physical and digital materials that actors use to promote themselves, such as headshots, resumes, and demo reels. These materials should be high-quality, up-to-date, and tailored to the actor's target market.

Challenge: Update your marketing materials and create a cohesive brand image across all platforms.

4. **Networking:** Networking is the act of building relationships with people in the industry. This can include attending industry events, joining professional organizations, and reaching out to contacts through email or social media. Networking can lead to job opportunities, collaborations, and valuable industry insights.

Challenge: Attend at least one industry event or join a professional organization in the next month.

5. **Social Media:** Social media is a powerful tool for actors to showcase their brand, connect with their target market, and share their work. Actors can use social media to post updates, share behind-the-scenes content, and engage with their followers.

Challenge: Create a social media strategy that aligns with your brand and target market.

6. **Pitch:** A pitch is a brief, persuasive statement that actors use to introduce themselves and their work to industry professionals. A pitch should be tailored to the listener, highlighting the actor's unique qualities and relevant experience.

Challenge: Practice your pitch and be prepared to introduce yourself in any situation.

7. Audition: An audition is the opportunity for actors to showcase their skills and talent to industry professionals. Actors should prepare thoroughly for auditions, selecting appropriate material, practicing their lines, and dressing appropriately.

Challenge: Find and prepare for an upcoming audition in your area.

8. Casting Director: A casting director is the person responsible for selecting actors for a film or television production. Casting directors work with producers and directors to find the right actors for each role, and often hold auditions to find new talent.

Challenge: Research local casting directors and identify opportunities to connect with them.

9. Agent: An agent is a person who represents actors and helps them find work in the industry. Agents negotiate contracts, submit actors for auditions, and provide career guidance.

Challenge: Research local agents and identify opportunities to connect with them.

10. Union: A union is a professional organization that advocates for actors and provides benefits, such as health insurance and pension plans. Actors can join unions, such as SAG-AFTRA, to gain access to these benefits and to connect with other professionals in the industry.

Challenge: Research the benefits of joining a union and consider becoming a member.

In conclusion, the Business of Acting: Marketing and Self-Promotion course in the Executive Certificate in Acting for Film and Television covers key terms and vocabulary that are essential for actors to understand and utilize in their careers. By building their brand, identifying their target market, creating marketing materials, networking, using social media, developing a pitch, preparing for auditions, connecting with casting directors and agents, and joining unions, actors can increase their visibility and opportunities in the industry. Through practice and dedication, actors can build a successful career in the business of acting.