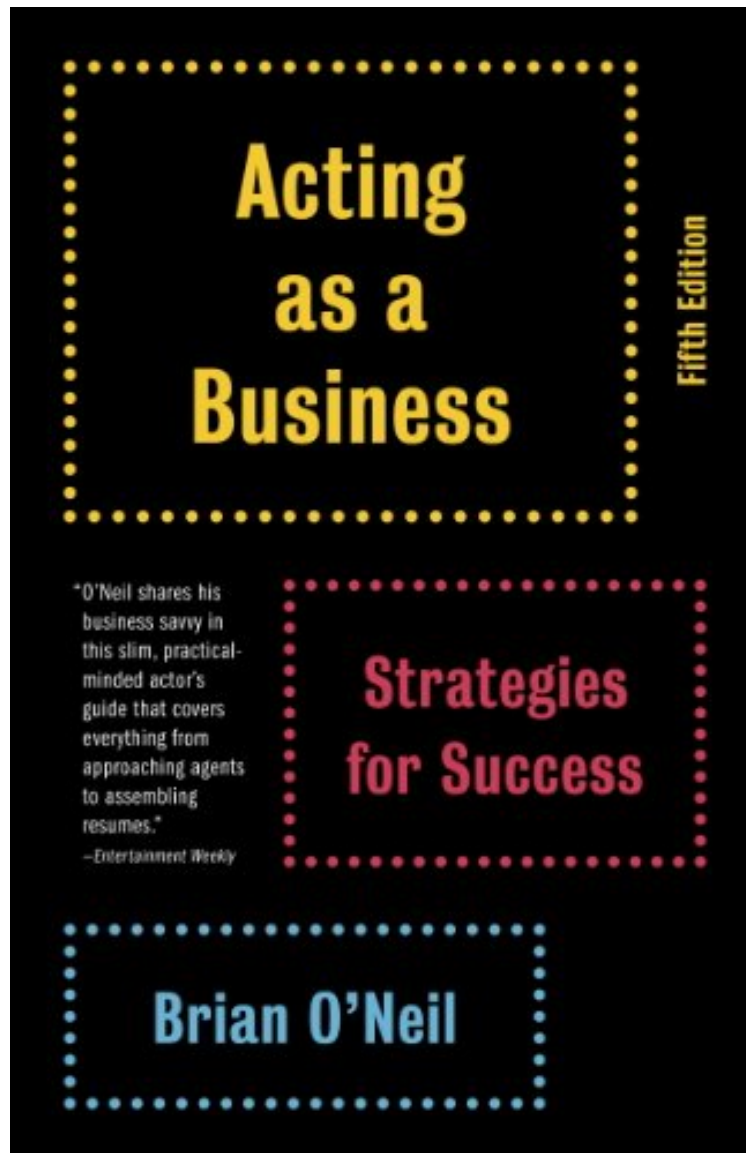


Acting as a Business

Brian O'Neil

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actors
By Ashley T
This is a great read for newbie actors. It helped me figure out the business better, more than a college course I took since I majored in acting. He has really helpful and insightful tips and strategies.

An essential handbook for actors; a modern classic; in a newly updated edition. Since its original publication, *Acting as a Business* has earned a reputation as an indispensable tool for working and aspiring actors. Avoiding the usual advice about persistence and luck, Brian O'Neil provides clear-cut guidelines that will give actors a solid knowledge of the business behind their art. It's packed with practical information on everything from what to say in a cover letter to where to stand when performing in agents' offices; including:

- How to craft a winning theatrical resume
- The most effective ways to join the performers' unions
- Tactics for getting an agent
- Strategies for finding work in the theater, on daytime television, and in independent films
- Navigating the different customs and cultures of New York and Los Angeles

O'Neil has updated *Acting as a Business* to keep up with the latest show-business trends, including how best to use the Internet, making this new edition no actor should be without.

"O'Neil shares his business savvy in this slim, practical-minded actor's guide that covers everything from approaching agents to assembling resumes." --*Entertainment Weekly*

About the Author
Brian O'Neil is a former talent agent and personal manager who has represented actors for theater, film, television, commercials, and radio. As a talent representative, he was responsible for the career guidance and professional placement for hundreds of actors. Brian is the founder of *Acting as a Business*, a one-on-one career-consultation and career-coaching service for actors. He is a frequent guest-lecturer at some of the nation's finest acting-training programs including the Yale School of Drama and the Juilliard School.