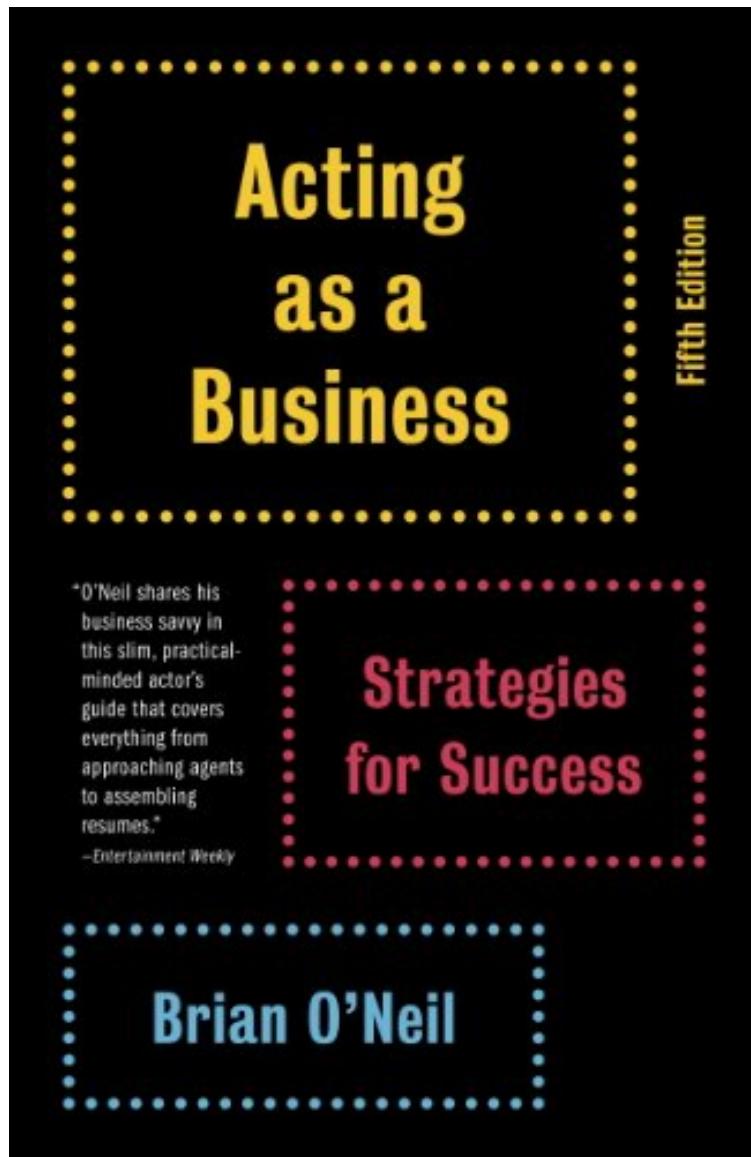


## Acting as a Business

Brian O'Neil

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**Brian O'Neil : Acting as a Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Acting as a Business:

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actorsBy Ashley TThis 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 strageties.

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 Orsquo;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';s officedash;including:bull;How to craft a winning theatrical reacute;sumeacute;bull;The most effective ways to join the performer's unionsbull;Tactics for getting an agentbull;Strategies for finding work in the theater, on daytime television, and in independent filmsbull;Navigating the different customs and cultures of New York and Los AngelesOrsquo;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 WeeklyAbout the AuthorBrian O'Neil is a former talent agent and personal manager who has represented actors for theater, film, television, commercials, and radio.nbsp; As a talent representative, he was responsible for the career guidance and professional placement for hundreds of actors.nbsp; Brian is the founder of Acting as a Business, a one-on-one career-consultation and career-coaching service for actors.nbsp; 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.