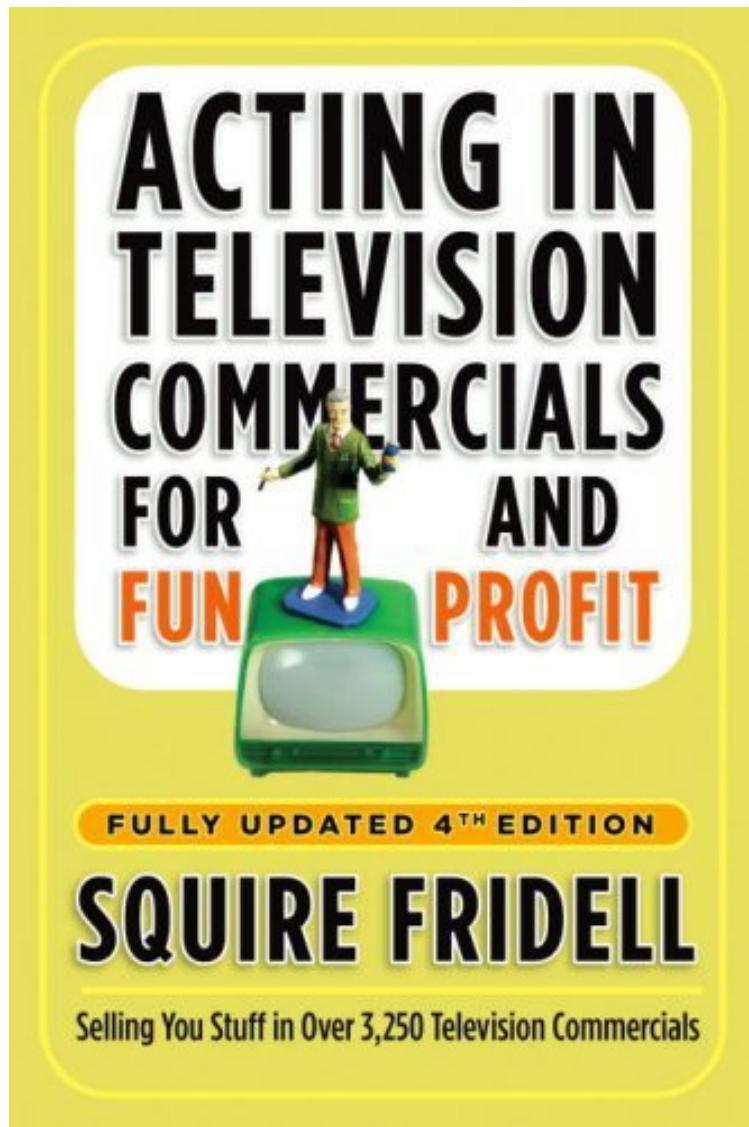


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Squire Fridell

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Squire Fridell : Acting in Television Commercials for Fun and Profit, 4th Edition: Fully Updated 4th Edition
before purchasing it in order to gage whether or not it would be worth my time, and all praised Acting in Television Commercials for Fun and Profit, 4th Edition: Fully Updated 4th Edition:

0 of 0 people found the following review helpful. Ronald McDonald now runs a winery..By marjiscottActually, I have only read the library copy of this updated book. It's fine, although AITCFFP could also stand another updated revision in 2017. Mr. Fridell was Ronald McDonald in all those old commercials years ago. You would think that would be

enough to retire on. No, besides his training in Drama, he was in the Navy, later becoming a high school dramatic arts teacher, while appearing in local theatre, as well as auditioning for commercials. He landed over 3,500 by his count. Amazing. Great advice for commercial actors of every stripe. Mr. Fridell now runs a winery up in Northern California with his wife Suzy. Good for him! 0 of 0 people found the following review helpful. Somewhat helpful By Fletcher Sanders A few useful tips. 2 of 2 people found the following review helpful. Great advice and tells you like it is!! By Mitchy Everything you need to know about getting into acting in commercials is in this book! It sets you up for success to be in the business...it's up to you to follow through and put it all into action!

The Ultimate Guide to Commercial Success Acting in television commercials is a highly competitive business, but it can also be very lucrative. Whether you're looking for your first break or want to take your acting career to the next level, Squire Fridell will give you the inside's edge. Arguably the king of TV commercials, Fridell distills four decades of experience in this comprehensive, humorously written guide that has been indispensable to aspiring TV commercial actors since the first edition hit the shelves in 1980. This fully updated fourth edition gives the lowdown on how online and digital technologies have changed the industry and tells you everything you need to know about: Getting a terrific headshot; Writing a winning resume; Finding (and keeping) the perfect agent; Honing the skills that every serious commercial actor should have; Auditioning well and getting the job; Using the best online services for posting your headshot, resume; and reel. You'll learn how to launch your commercial acting career and more; how to sustain it and be successful. From the Trade Paperback edition.

"A witty and complete guide . . . should be on every actor's shelf right next to Stanislavsky." —Richard Schickel, film critic, *Time* magazine
"Acting in television commercials is a great way to break into the business, and Squire Fridell's book is fun and informative. . . . A must for any aspiring actor." —Carol Burnett
From the Trade Paperback edition.
About the Author SQUIRE FRIDELL is one of the most successful actors ever in television commercials, having performed in more than 3,250 commercials as the principal on-camera talent. His prolific career includes twenty-eight years as Toyota's spokesman and a six-year stint as television's Ronald McDonald. In his spare time, he and his wife, Suzy, own and operate GlenLyon Vineyards Winery in Glen Ellen, California.