



Acting as a Business, Fifth Edition: Strategies for Success

Brian O'Neil

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The 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 an agent's office—including:

- Tactics for getting an agent, including preparing for the interview
- How to research who will be casting what—and whether there is a role for you—well in advance
- Examples of correspondence to agents and casting directors for both beginning and advanced professionals
- A detailed analysis of the current trend of paying to meet industry personnel
- How to communicate effectively with an agent or personal manager
- Creative ways to use the internet and social media

O'Neil has updated *Acting as a Business* to keep up with the latest show-business trends, making this fifth edition a reference no actor should be without

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