

THE ACTOR'S BUSINESS BLUEPRINT

Course Materials

PHASE 1: FOUNDATION

Video 1.1: [THE BIG PICTURE](#)

Action Guide - N/A

Video 1.2: [MARKETING RULES](#)

[Action Guide](#)

Video 1.3: [REVERSE ENGINEER YOUR GOALS](#)

[Action Guide](#)

Video 1.4: [BEING BUSY VS. BEING EFFECTIVE](#)

[Action Guide](#)

Video 1.5: [TAC BONUS HOW TO GET STUFF DONE](#)

[Action Guide](#)

Video 1.6: [BONUS NINE STEPS TO ROCKIN' HEADSHOTS](#)

[Action Guide](#)

PHASE 2: CONNECTION

Video 2.1: [WHO'S WHO WHAT'S WHAT](#)

Action Guide - N/A

Video 2.2: [DEFINE YOUR MARKETING MAGNET](#)

[Action Guide](#)

Video 2.3: [RESEARCH TELEVISION](#)

[Action Guide](#)

Video 2.4: [RESEARCH MAJOR MOTION PICTURES](#)

[Action Guide](#)

Video 2.5: [RESEARCH INDIE FILMS](#)

[Action Guide](#)

Video 2.6: [RESEARCH COMMERCIALS](#)

[Action Guide](#)

Video 2.7: [RESEARCH THEATER](#)

[Action Guide](#)

Video 2.8: [RESEARCH AGENTS AND MANAGERS](#)

[Action Guide](#)

Video 2.9: [WRAP UP](#)

Action Guide - N/A

PHASE 3: COMMUNICATION

Video 3.1: [BIG PICTURE OVERVIEW](#)

Action Guide - N/A

Video 3.2: [SNAIL MAILINGS: POSTCARD](#)

[Action Guide](#)

Video 3.3: [SNAIL MAILINGS: ONE SHEET](#)

[Action Guide](#)

Video 3.4: [SNAIL MAILINGS: CASTABILITY SHEET](#)

[Action Guide](#)

Video 3.5: [E-MAILINGS: E-NOTE](#)

[Action Guide](#)

Video 3.6: [E-MAILINGS: ONE ON ONE OUTREACH](#)

[Action Guide](#)

Video 3.7: [SOCIAL MEDIA OVERVIEW](#)

[Action Guide \(InfoGraphic\)](#)

Video 3.8: [SOCIAL MEDIA BOUNDARIES](#)

Action Guide - N/A

Video 3.9: [FACEBOOK](#)

[Action Guide](#)

Video 3.10 A: [TWITTER](#)

[Action Guide](#)

[Twitter List](#)

Video 3.10 B: [INSTAGRAM](#)

Action Guide - N/A

Video 3.11: [LINKEDIN](#)

[Action Guide](#)

Video 3.12: [ORGANIC ENGAGEMENT](#)

[Action Guide](#)

Video 3.13: [SOCIAL MEDIA AUTOMATION](#)

[Action Guide](#)

Video 3.14: [BONUS: WEBSITE RULES](#)

[Action Guide](#)

Video 3.15: [TAC BONUS: HOW TO WRITE A BIO THAT ISN'T BORING](#)

[Action Guide](#)

Video 3.16: [TAC BONUS: TWITTER ADS](#)

Action Guide - N/A

PHASE 4: ACCELERATION

Video 4.1: [ACCELERATION OVERVIEW](#)

Action Guide - N/A

Video 4.2: [PHONE CALLS](#)

[Action Guide](#)

Video 4.3: [TAC BONUS: PITCH VIDEOS + VIDEO COVER LETTERS](#)

[Action Guide](#)

Video 4.4: [WORKSHOPS](#)

Action Guide - N/A

Video 4.5: [TAC BONUS: NETWORKING](#)

[Action Guide](#)

[Networking Outlet List](#)

Video 4.6: [BLOGGING](#)

[Action Guide](#)

Video 4.7: [PRESS RELEASE](#)
[Action Guide](#)

Video 4.8: [TAC BONUS: REVIEWS, REFERRALS, AND REQUESTS](#)
[Action Guide](#)

Video 4.9: [BLUEPRINT IN ACTION](#)
Action Guide - N/A

Video 4.10: [BONUS: DEMO REELS](#)
Action Guide - N/A

Video 4.11: [SCREEN CAPTURE HOW TO](#)
Action Guide - N/A

BONUSES

[BUILD YOUR ACTING EMPIRE \(INFOGRAPHIC\)](#)

[ACTION CHECKLIST](#)