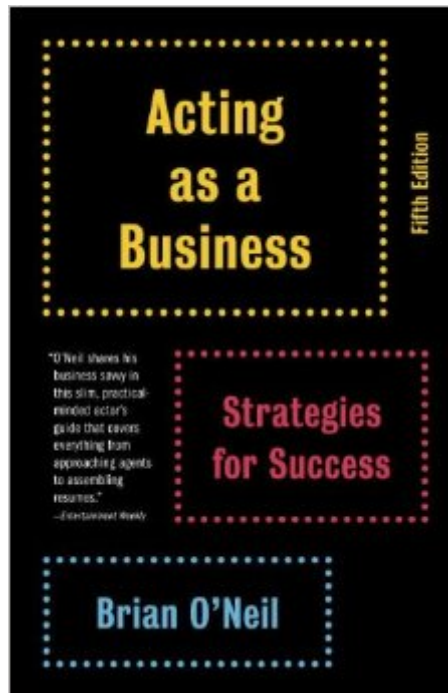


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# Acting As A Business, Fifth Edition: Strategies For Success



## Synopsis

The essential handbook for actorsâ"a modern classicâ"in a newly updated edition.Â 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 OâNeil provides clear-cut guidelines that will give actors a solid knowledge of the business behind their art. Itâs packed with practical informationâon everything from what to say in a cover letter to where to stand when performing in an agentâs officeâincluding:Â -- Tactics for getting an agent, including preparing for the interview-- How to research who will be casting whatâand whether there is a role for youâwell in advance-- Examples of correspondence to agents and casting directors for both beginningÂ 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 mediaÂ Â Oâ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

## Book Information

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## Customer Reviews

For an indispensable guide on navigating show business in New York or Los Angeles, this book has always had concrete and actionable advice. Since a hiatus from the biz, I have picked up this new edition and have noticed considerable updates from the 3rd edition I had before. There are other "pep-talk" books out there, but in this book you learn real tips like how to find audiences for projects before the casting calls when they are still in the planning stages. Just make sure you are ready to

jump when your opportunity rises! I have been working through the classic *Acting: The First Six Lessons* to sharpen my technique, and feel ready to get back on stage!

Brian O'Neil lays it all out in an easy to read, understand and follow format. It's a brilliant guide for the budding actor, not only in New York, but anywhere. A must read for those serious about an acting career.

Great guidance for actors at most career levels. He leans more towards actors based in NYC but has substantial information for those in LA and other markets too. There are a few, only a few, updates needed due to changes in the entertainment industry (ex. states changing their tax benefits which in turn effects those markets being favorable for production and therefore actors).

Nevertheless I highly recommend this book.

Wow! I graduated from the Yale School of Drama years ago and WISH that I would have read this book then. Answers questions about the business that I have been asking for years (where do I find out about upcoming castings, what exactly are the manager rules, how to market myself, etc) but knew that the working actors somehow knew. If you are a New York actor starting out or trying to reboot your career **READ THIS BOOK**. It has truly inspired me to reignite my career.

I highly recommend this book for any actor who wants to make a living in show business. The craft and the business don't often "sync up" but it is important for actors to know the difference and gain an idea of how to navigate a career for yourself as an actor. This book really helps outline, step by step, various options and tactics for getting ahead as an entertainer in show business.

In this fifth edition of *Acting As a Business* the author shows that he's completely in touch with an industry that seems to keep changing every day. There is plenty new here that really helped me. For example, this edition gets really in-depth with the agent/actor relationship, both how to get an agent and how to work with one once you've got one. This book is a first-class tool for an actor at any level in their career.

It confirmed and enlightened me to practices I should constantly be doing to further my career. I just joined my first management company and look forward to putting the rest of this knowledge to good use.

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