



Act Like It's Your Business: Branding and Marketing Strategies for Actors

Jonathan Flom

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Many actors treat their profession as a purely artistic endeavor, rarely conceding that there is more to making a living than simply showing up on stage or in front of a camera. By refusing to seriously acknowledge that self-promotion is vital to their livelihoods, many performers can get quickly discouraged by the vicious circle of audition and rejection. However, with a little foresight and planning, actors can learn how to become their own best advocates for a career in the business of show.

In *Act Like It's Your Business: Branding and Marketing Strategies for Actors*, Jonathan Flom helps actors and others in the arts understand the power of branding. This guide walks the reader through the process of creating a personal brand for a small business and then marketing that brand and broadcasting it through every step of the process—from choosing clothing, arranging headshots, and designing resumes to selecting a repertoire, building a website, obtaining business cards, and networking. Flom also offers advice on such real-world issues as goal-setting, finances, contracts, and day jobs and provides insight and guidance on how to approach agents, auditions, and casting directors.

A book of empowerment meant to shift the balance of control to actors themselves, *Act Like It's Your Business* is aimed at professional performers as well as students who are getting ready to transition from college to career. Structured logically and step by step, this accessible guide will become the standard for nearly anyone hoping to build an enduring career in the performing arts.

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