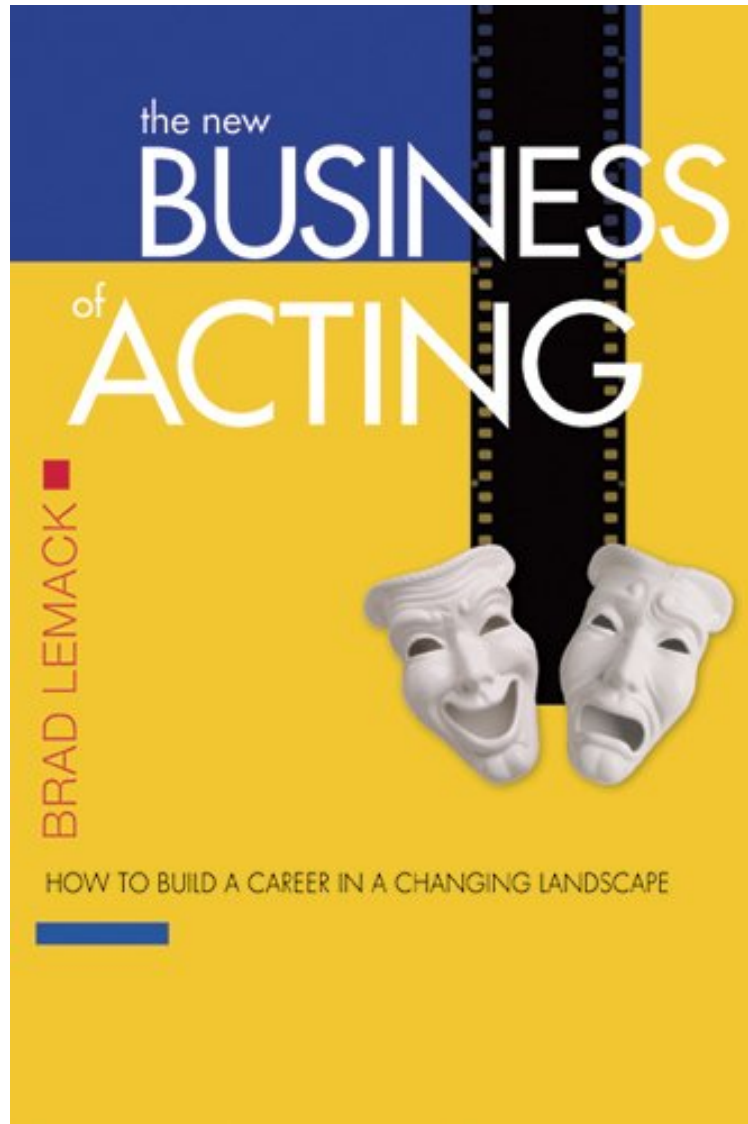


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# The New Business of Acting: How to Build a Career in a Changing Landscape

*Brad Lemack*

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**Brad Lemack : The New Business of Acting: How to Build a Career in a Changing Landscape** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Business of Acting: How to Build a Career in a Changing Landscape:

3 of 3 people found the following review helpful. Not just another "actor self-help" book!!!By Becky P.It's easy to become quickly overwhelmed as an actor trying to learn about the business of acting. There are endless amounts of books, classes, and resources - all which claim to lead an actor to the path of fame and success. What I found boldly

refreshing about Brad Lemack's book, *The New Business of Acting*, is that no such promise is made. In fact, the book stresses it's the actor's job to do the work, research, and persevere in order to have a successful career as an actor. In his book Lemack lays out the foundation and facts about the skills needed for an actor to be successful based on his own successful career and experiences. This book equipped me with a greater understanding of how important it is to have an exceptional headshot and how to apply the tools in marketing myself as an actor in the prominently digital world we live in. Furthermore Lemack's perspective on the landscape of casting and the chapter on Emotional, Physical, and Fiscal Fitness was perfectly eye opening! The information I took away from this book has helped me move confidently towards the new business of acting. I'm so grateful for Lemack's fresh and candid interpretation on the business and value each tool I've learned to improve the outcome of my choices. This book - with its excessive amounts of highlighting, underlining, and dog-eared pages I've created - will continue to be a guide I will carry with me throughout my thrilling journey of creating my footprint as a performer in the entertainment industry. 1 of 1 people found the following review helpful. Essential read for anyone hoping to work in entertainment! By Gemma SI bought this book while I was in Los Angeles doing an internship in the entertainment industry. I had little knowledge of the industry before I got there and I can't imagine trying to keep up without this book! Regardless of what part of the industry you work in, this book is a useful tool for anyone starting out. This book taught me about the roles of agents, managers, casting directors, producers, publicists, and obviously, actors. Definitely a must read! 0 of 0 people found the following review helpful. A MUST READ FOR ANYONE CONSIDERING ACTING AS A LEGITIMATE CAREER PATH By Timothy Taylor Take it from a person who had always loved acting, but felt lost when it came to pursuing it. Brad's textbook put me on track and laid the steps and pathways out before me for what it takes to be a successful working actor in this town. The book is honest and brings your career dream down to earth, for better or for worse.

In an expanded and updated follow up to his popular first book, *The Business of Acting: Learn the Skills You Need to Build the Career You Want*, talent manager Brad Lemack offers both young, new-to-the-business and "working" actors a vital perspective on the changing landscape in which they seek to launch and grow (or to reinvent) their professional careers. *The New Business of Acting: How to Build a Career in a Changing Landscape* teaches actors how to be smart, proactive and strategic throughout their career journeys. Lemack teaches actors the critical, non-performance skills they need to build the careers they want - and how to apply those skills in positive, professional and productive ways. *The New Business of Acting*, with a foreword by Isabel Sanford, the Emmy Award-winning star of the long-running television series *The Jeffersons*, explores the revolution taking place in how business is conducted and how those dramatic changes impact how actors must conduct the business of their careers. This empowering new book builds on the lessons taught in *The Business of Acting*, while addressing how to apply those lessons to the digital and economic landscape that is the "new" business of acting. Key chapters explore the changing roles of agents and managers, the new demands on casting directors in the new landscape, the importance of creating, protecting and honoring your "brand," emotional, physical and fiscal fitness in a challenging economy, and guidelines for seeking out and getting a head shot that fits the frame of the new business. Readers will learn the art of managing expectations, a required skill in knowing how to act (and when not to) on the global Internet stage of self-submission opportunities, and, perhaps most important for the young actor, those about to or just entering the business will discover what they must know to make a healthy, happy and empowered transition from student of the performing arts to wanting-to-be-working, professional actor. Readers will also learn how to create and launch both their "brand" and an Action Plan for career success that teaches them how to effectively and strategically use the tools introduced in the book, and how to be a smart actor implementing their plan all along their journey. It's not about talent and performance; it's about perspective, planning and process.