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# The Business of Acting: Learn the Skills You Need to Build the Career You Want

By Brad Lemack



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## The Business of Acting: Learn the Skills You Need to Build the Career You Want By Brad Lemack

Talent has little to do with who becomes successful in the business of acting. What can impact your chances for success more than anything else is learning how to be a smart, empowered actor.

The Business of Acting: Learn the Skills You Need to Build the Career You Want will teach you the four critical, pro-active skills every actor needs to know and to implement them to begin or to jump-start your career journey.

In The Business of Acting, you will learn how to generate professional opportunities; how to survive and thrive through the transition from student to professional performing artist; how to choose the right representation; how to partner with casting directors; how to have a head shot that really works for you; how the unions work for and against actors; how to conquer emotional, physical and fiscal fitness; how the laws of perception and behavior can impact a career; how to use publicity, marketing and PR in support of your career; how to create a personal business plan; and how to set realistic, achievable goals.

With a foreword by Emmy Award-winning actress Isabel Sanford, star of the long-running series "The Jeffersons," The Business of Acting has been called a "must-read" by Back Stage West.



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## **The Business of Acting: Learn the Skills You Need to Build the Career You Want** By Brad Lemack **Bibliography**

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### **Editorial Review**

#### **Review**

The Business of Acting is a must-read for any actor. --Back Stage West

The Business of Acting will benefit every actor. --CBS Radio

This informational book is a must for anyone who is currently a working actor or wants to become a working actor. --Dancer Magazine

#### **About the Author**

Brad Lemack established Los Angeles-based Lemack & Company Public Relations/Talent Management in 1982 after serving as a publicity executive for Norman Lear's Embassy Television. He is also a professor of performing arts and communication studies at the Emerson College Los Angeles Center where he teaches The Business of Acting and a course in entertainment and interactive PR.

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