

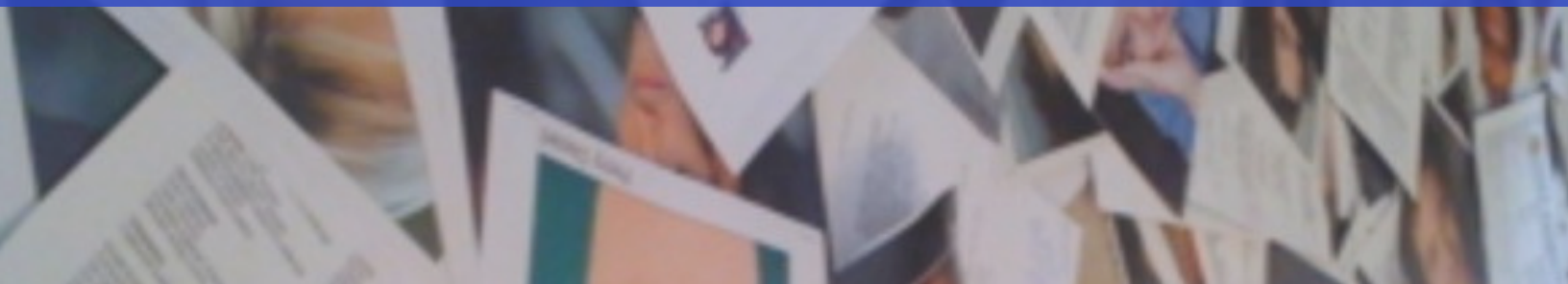
Never Again Waste Time Doing

Acting

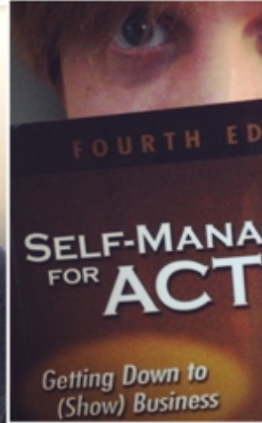
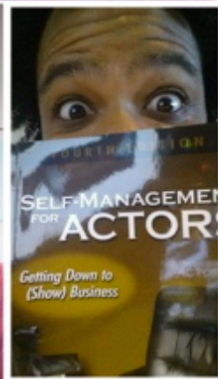
BUSY WORK

It's time to stop doing all those not-important things people say you *should* be doing for your creative career and finally focus your energy on what REALLY matters.

A GUIDE FROM BONNIE GILLESPIE



I burn water + other lies
 we tell ourselves about success
 SMFA Book Club
 How to support my struggling artists
 1/2nd/3rd person language
 Google Hangout
 and up reel
 what we settle for
 Audio interviews (e.g.)
 3 kinds of live stream
 leaderful (also blog)
 human needs
 Casting Q&A
 add back in
 'twenty
 blended stories
~~passive income~~
~~with 444 trap list~~
 nation boundaries
 (yours+theirs)
 Alumni Show Bible
 EZ workshop & stage names
 choose each other
 declassified
 things marketing
 + chick sandwich
 Firing your agent
 Matter
~~Scientology~~
~~cover~~
 Curiosity = good/bad
 Ninja Lucky Dip
 Protective against off-brand auditions
 Sober achievers
 Halo effect
 gap vs. app
 surveys = branding
 lose these phrases
 book/sides



You're IN THE RIGHT PLACE IF...



1. You're tired of hearing conflicting information: "You *must* do this!" "You *have to* have that!"
2. You're overwhelmed by the hustle itself, finding the joy of BEING an actor fading away.
3. You're ready to take control over how you spend your time and energy, aligning your daily tasks with work that actually makes a difference!

Actor Busy Work

Actor busy work – when packaged as a career strategy on its own – is a flawed system that feels good in the short term, but that gets you very little leverage overall. So, that's why we need to identify and then minimize (or mindfully choose) actor busy work!

I want you to go through the alphabetized list in this workbook and hit it with different colored highlighters or write some sort of personal emoji-like code in the margin for which item represents what classification FOR YOU. Use **ALWAYS**, **SOMETIMES**, and **NEVER** as you ask yourself: "Is this activity a form of actor busy work for me?"

Note: It'll be different for some of your friends! One actor's huge time-waster of actor busy work is another actor's strategy for massive success. That's why it's **SELF-Management for Actors**, y'all! The work is personal. The patterns you track are unique to your starting point, your true north, your tools and talent, and of course your unique next-tier goals!

As you're labeling your various forms of actor busy work – especially anything you decide you pretty much NEVER want to do again – be sure to remind yourself that actor busy work *does* have its purpose but that ultimately its presence in your life for extended periods of time (or worse, as a method for managing your career, in and of itself) is eating away precious time and deep focus that could be spent working on things that really *do* make a difference in your career trajectory long-term.

And we're here for the long game, right? It's not about creating a quick-hit of fame and then falling off the radar forever; it's about building up the mindset and habits for **a lifetime of success** as a creative storyteller, changing the world with your gifts!



What You'll Need

1 OFFICE SUPPLIES

At least three different colored highlighters or pens, pencils, crayons, whatever. Stickers if that's your jam! Something that will help you categorize the lists.

2 PRINTED LISTS

You don't need to print out this whole workbook (certainly, you can) but you probably need to print out the pages with the actor busy work lists.

3 "STOPPERS" INFO

[If you've never heard of "stoppers," you'll want to click here to get caught up so you'll understand why actor busy work is so often prescribed.](#)

4 "TRUE NORTH" INFO

[If you've not yet done my "true north" visualization, you'll want to click here to get to a video tutorial so you can do some future tripping and goal setting!](#)

5 READINESS TO GROW

This work is a lot more fun when you show up to it excited to meet next-tier YOU sooner! I'm eager to see what you learn from this. I hope you are too!

Is It Actor Busy Work?

Highlight each item as ALWAYS, SOMETIMES, or NEVER.

- ~ amassing credits that teach the buyers how to cast you at the next tier
- ~ buying fans on social media
- ~ buying memberships in groups managed by gatekeepers who allege they'll make important introductions for you in the industry
- ~ campaigning to get your age wiped off the internet
- ~ changing out headshots frequently at actor submission sites
- ~ changing your hair when not hell-yes OMG excited to do so
- ~ changing your name to be "more castable" or "less ethnic" or whatever someone else suggests
- ~ cleaning up your self-talk, your community of support, and any lower-tier habits
- ~ collaborating with fellow ninjas and sharing show bible research, thereby expanding your network
- ~ collecting and editing outstanding footage from previous shoots
- ~ creating content that showcases your most castable brand
- ~ creating more content that shows your low-risk badassery for the next tier
- ~ developing a dialect that goes with your target castability
- ~ developing a personal business plan for your creative pursuit
- doing research (Google is your friend) on industry terms you hear
- DMing every industry professional you can find, using a copy-and-paste pitch, or a plea for help getting started
- ~ engaging in the 30-day **SMFA** self-tape challenge
- ~ gaming the system to up your IMDb StarMeter ranking or social media follower count
- ~ getting in front of anyone who is a buyer without regard for what they work on and how that aligns with your true north
- ~ getting into arguments on the internet
- ~ getting plastic surgery because someone said it would make you more castable

Is It Actor Busy Work?

Highlight each item as ALWAYS, SOMETIMES, or NEVER.

- ~ getting together with fellow creatives to bitch about how hard this business is
- ~ going FiCore or working off the card after having worked so hard to join the unions
- ~ going through proofs from your past headshot sessions to see if you now can identify a hell-yes shot you overlooked before you got so target-specific and brand-aware
- ~ having more than two or three awesome headshots up on all the casting sites
- ~ hitting every networking function you hear about without doing any recon on the attendees and how you align with them
- ~ hitting every workshop because at least you're "being seen"
- ~ improving an on-brand special skill
- ~ ingratiating yourself with buyers via social media without regard for your true north intersection with those buyers
- ~ learning about non-buyer-level showbiz players and their function in this industry of ours
- ~ losing or gaining weight not because of a specific role or due to health reasons but because you were told by someone (using a stopper) that doing so would make you more castable in general
- ~ obsessively tracking metrics to beat yourself up with the data (rather than mindfully and dispassionately checking under the hood to make meaningful tweaks periodically)
- ~ organically building next-tier relationships that will endure
- ~ paying a production facility to shoot all your footage using material they recycle (but say is original, brand new, just for you)
- ~ performing some resume feng shui using the free **SMFA Hot Sheet** resume templates
- ~ practicing your **Brandprov**, using existing red-carpet prompts as starting points, and creating your next-tier wardrobe strategy (and maybe even a vision board of on-brand designers and styles)

Is It Actor Busy Work?

Highlight each item as ALWAYS, SOMETIMES, or NEVER.

- ~ printing out a thousand mailing labels and plastering the world with endless postcards or other mailings
- ~ pumping up credits to make your billing seem more impressive than it was, creating excuses about why your work isn't on IMDb
- ~ reading up on trends and business news, adding to your ability to get predictive about where our industry is headed so you can get out ahead of trends
- ~ researching target buyers and consistently building your show bible
- ~ restarting the 100-day challenge or revisiting any of the **Get in Gear** work that needs more of your attention
- ~ rushing to join the unions
- ~ scheduling on-brand social media posts
- ~ shooting new headshots every year
- ~ signing up for the next "great, all-new, innovative, exciting" casting submission website no buyer has ever heard of (that will likely be out of business in a year)
- ~ standing in line all day for every EPA
- ~ stealing access to the agent-level casting breakdowns
- ~ submitting on everything, always, just because it's better to be in the mix than not
- ~ training at the hot improv spot when you have no inclination toward nor interest in doing comedic work
- ~ training with top coaches who challenge and inspire your best work, never busting down your enoughness
- ~ updating your Google Alerts mindfully toward your true north targets and your next-tier goals
- ~ using a tracking app to obsess about whether your email was opened, your audition footage was viewed, etc.
- ~ wearing colored contacts or gimmicky glasses without being personally motivated to do so

More Actor Busy Work?

Add any additional items and, again, highlight each as
ALWAYS, SOMETIMES, or NEVER.

Dispassionately Labeling the Data

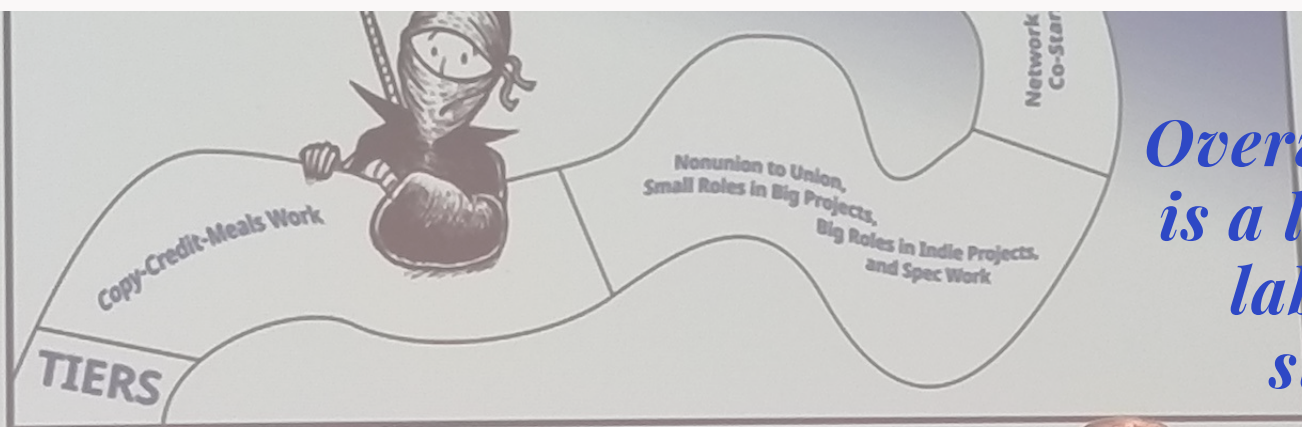
I provided an extra page for you so that you can write in other things that may also feel like they should be ranked as "always," "sometimes," or "never" actor busy work activities for you, personally. Remember, everyone's list will be different!

When you feel yourself getting twitchy about the advice you've gotten or a **stopper** that made you think you HAVE TO make a change, remember that the answer to soothing all of this is gathering MORE DATA. That means more than *one* person (like maybe five, or even ten) serves up that **exact** advice to you, personally.

More data. A community to check in with. A commitment to showing up for yourself – whether you're doing so as a part of our 100-day challenge right now or not. And most of all paying attention to what your gut says.

Remember, there's a difference between something like "hating social networking" and "not having researched enough to choose the right-fit social networking platform for your brand and your next-tier goals." Don't write *anything* off as actor busy work 'til you have enough data to dispassionately label it that way! And know that items will shift in status over the course of your spectacular creative career.

As you bump into actor busy work in your life from here on out, label it appropriately, thank it for its place in your life (it may have been very valuable at a previous tier), engage in it **mindfully** should you so choose, then shift gears back into the work that matters so that you can get to that **true north** moment when you get to merge with the next-tier version of yourself we know exists!



Join the #SMFAninjas at <http://tinyurl.com/NextTier> for 100 days of up-leveling beyond your wildest dreams!

*Overwhelm
is a luxury
label for
staying
stuck.*

Checklist

Move forward with anything on these lists after checking in with yourself about these five key enoughness anchors.

ONE: YOUR TRUE NORTH

Is this task something that I see myself doing at the next tier? Or the next tier after that? Or all the way at my true north? Could it be time to uplevel now and let this task go?

TWO: STOPPER CHECK

Have you been instructed or advised to do this work because someone is using it as a stopper, knowing you'll go away and spend time on this task rather than getting to the bottom of the NO they've delivered?

THREE: YOUR BRAND UMBRELLA

Does doing this task align with your brand umbrella? For example, if you're the mysterious type, does having a social media presence even make sense for your most castable brand?

FOUR: GUT CHECK

Does doing this task feel good to you? Are you lit up and happy about doing it? Or even if it's a little less fun than that, are you eager to get to the results you know this task will lead you to? Or is this giving you a pit-in-the-stomach feeling you just can't shake?

FIVE: ARE WE HAVING FUN YET?

*Look, pursuing a creative career *is* work but it's also meant to be a whole lot of fun. At the end of the day, if we're not having fun while we're doing it... WHY are we doing it? Once you've made sure this isn't a JFDI item (like paying taxes or flossing your teeth), if it's just zero fun, consider skipping it... for now or forever.*

Need More Support?

I've got you!

Look, I know this is a lot. You *are* building a business after all. One that could pay you incredibly well to do something you absolutely LOVE doing! And because sometimes this work is easier when we're fully supported, I want to invite you to join us for 100 days that will change your creative life forever.

I'd love to guide you through daily doses of inspiration, guidance, support, and a framework guaranteed to contain ZERO actor busy work! Our flagship program **Get in Gear for the Next Tier** is exactly how to make that happen. Please note that we only open enrollment a few times a year. If you'd like to plot out your timing for joining us, head over to bonniegillespie.com/now to check out **Get in Gear for the Next Tier**, and see if it feels like a good fit to you. If we're on waitlist, please fill out the form to be notified as soon as we reopen!

It's time to finally cut through the noise, end the overwhelm, connect to a community filled with unparalleled support, and know – once and for all – that you are enough.

Let me **GUIDE YOU**
TO THE NEXT TIER 

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Ready to level UP in your creative career?

IT'S TIME TO
Get in Gear
FOR THE NEXT TIER



Build your brand, tighten your tools, fortify your enoughness, and become a booking machine!

LET'S DO THIS!

[Click here to enter the dojo: bonniegillespie.com/now](https://bonniegillespie.com/now)

The Enoughness Journey is how we're always #CreatingTheHollywoodWeWant (wherever we live).



TANYA PEREZ

I had been working in this business for 10 years and only got so far with little knowledge of the business side before I met Bonnie Gillespie. Her specific approach to marketing yourself as a viable commodity in show business is by far the most comprehensive skill I have taken away from this work, in an environment that is supportive and creative.

KIM ESTES, EMMY WINNER

I am always enough! And I thank Bonnie Gillespie for always reinforcing that! It's a real pleasure and a real privilege to work with Bonnie. She's no fluff. Pure honesty. Bonnie energizes her colleagues and tells it like it is while envisioning how it should be.



STEF DAWSON

I highly recommend anyone take classes with Bonnie. It's the best thing I could've done when I landed. I say that to everyone because it was exactly what I needed. It bridged the gap for me. I arrived to LA with training and work behind me, but what I desperately needed was knowledge of the business and how things work. Work with Bonnie. You'll hit the ground running like I did!

[Hit \[bonniegillespie.com/praise\]\(https://bonniegillespie.com/praise\) to check out more rave reviews about Get in Gear for the Next Tier!](https://bonniegillespie.com/praise)



ABOUT *Bonnie*



Bonnie Gillespie is living her dreams by helping others figure out how to live theirs. As a weekly columnist, she began demystifying the casting process for actors in 1999. Her most popular book is ***Self-Management for Actors***, the curriculum upon which her teaching is based.

As a producer and Emmy-honored casting director, Bonnie specializes in indie darlings. Whether casting, coaching, or exploring the woo as ***The Astrologer's Daughter***, she is passionate about leaving the entertainment industry (and the world) better than she found it.

Bonnie uses she/her pronouns and lives by the beach (on the unceded ancestral land of the Tongva peoples) with her partner Keith Johnson... the luckiest man in the world.

*Enoughness is
an inside job...
and sometimes
you need a guide
to find your way
there.*



[IG.COM/BONNIE.GILLESPIE](https://www.instagram.com/bonnie.gillespie)



[FB.COM/GROUPS/SMFANINJAS](https://www.facebook.com/groups/smfaninjas)



[TW.COM/BONNIEGILLESPIE](https://www.twitter.com/bonniegillespie)

I CHOOSE
TO MAKE
THE REST OF
MY LIFE
THE BEST OF
MY LIFE.

- LOUISE HAY