

BIG PICTURE

Self-Management for Actors

CATEGORIES

BREAKOUTS

Type & Brand

- Diff. b/w Type & Brand
- Creating a Type Survey
- Wrangling Data
- Age Range
- Using Celebs as "Think" Prompts

Targeting Buyers

- Identifying Targets
- Ranking Targets
- Relationship Management
- How to Use IMDb for a Deep Dive
- Tracking How Best to Connect with Buyers

Creating Content

- First Pancake
- Tech List
- Crew List
- Brand Filter
- Distribution

Mindset

- Enoughness
- Pick Your Hard
- Book the Room
- Rejection
- Be the Solution

Networking & Pitching

- Social Media
- Brandprov
- 5 Kinds of Networking
- Red Carpet Training
- "So tell me about yourself!"

CATEGORY

Mindset

BREAKOUTS

TOPICS

Enoughness

- Definition of Enoughness
- 5 Stages of Enoughness
- Why/When/How We Lose Our Enoughness
- Working Inside/Out vs. Outside/In
- Daily Practices for Fortifying Enoughness

Pick Your Hard

- Why Your Family Doesn't Support Your Dreams
- Leadership Is Lonely
- SMFA Dip Kit
- Creating Content to Combat Actor Funk
- When to Quit

Book the Room

- The Disease to Please
- What "That was great; thanks!" Really Means
- Where Is This on Your True North Path?
- Lumping and Splitting
- Pronoia

Be the Solution

- What You Control
- Trending vs. Timeless
- Ending Actor Busy Work
- How to Look Like a Solution
- How Would You Behave if You Were the Best in the World at What You Do?

Rejection

- The Myth of Rejection
- Population of Thirds
- Don't Leave Your Party
- It's Not Personal
- Leading the New Hollywood

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BREAKOUTS

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CATEGORY

BREAKOUTS

TOPICS

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