



# ACTING AS A BUSINESS: STRATEGIES FOR SUCCESS

*Brian O'Neill*

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# ACTING AS A BUSINESS: STRATEGIES FOR SUCCESS

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**ACTING AS A BUSINESS: STRATEGIES FOR SUCCESS** Brian O'Neill

**An essential handbook for actors—a modern classic—in a newly updated edition.**

Since its original publication, *Acting as a Business* has earned a reputation as an indispensable tool for working and aspiring actors. Avoiding the usual advice about persistence and luck, Brian O'Neil provides clear-cut guidelines that will give actors a solid knowledge of the business behind their art. It's packed with practical information—on everything from what to say in a cover letter to where to stand when performing in agent's office—including:

- How to craft a winning theatrical résumé
- The most effective ways to join the performer's unions
- Tactics for getting an agent
- Strategies for finding work in the theater, on daytime television, and in independent films
- Navigating the different customs and cultures of New York and Los Angeles

O'Neil has updated *Acting as a Business* to keep up with the latest show-business trends, including how best to use the Internet, making this new edition no actor should be without.

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