



Get Cast™ Tip Sheet

Ten Basic Marketing Strategies

Take action on each of the marketing and branding items below to move yourself ahead instantly of most other actors out there.

Make effective use of this tips sheet:

1. Circle the most crucial action item for you below.
2. Make it your absolute and total focus to complete at least that one action item.
3. If you complete it, choose a second item to complete. Don't feel overwhelmed and do nothing! Each one will move your career forward.

Your Action Items:

1. **Domain Name:** Visit www.godaddy.com and purchase a domain name. Buy www.yourname.com. And if that's not available, buy: www.yournameactor.com.
2. **Website:** Visit www.weebly.com and create a free website. You can design something very slick that looks professional and clean using Weebly, and then follow the instructions to link your website to your domain name.
3. **Resume:** Update your resume formatting so it looks as professional and clean as possible. Try googling "[Actor Resume](#)" to see some examples.
4. **Phone Number:** Visit www.google.com/voice to create a free professional forwarding phone number and link it to your cell phone.

5. **Email Address:** Visit www.gmail.com to create a professional email address such as your.name.actor@gmail.com. Then set up your other email addresses to forward to this one, and only use this one going forward.
6. **Headshot:** Update your headshot if you haven't in a while so you have something that shows you in the best possible light. Check out www.cityheadshots.com if you're located in NY, otherwise work with a photographer you trust, and one who specializes in headshots!
7. **Business Cards:** Visit www.vistaprint.com and design a simple but professional business card, and order 250 of them on a thick, glossy finish. Include on it your name, what you do (actor/actress/singer, etc.), your forwarding phone number, professional email address, website, and headshot.
8. **Remembering Your Cards:** Once your business cards arrive, split them into a few small piles of about 15-20 and put them into the inner pockets of every jacket and bag you have, and even your wallet so you never forget them.
9. **Finding Paid Work:** Visit all the online casting networks ([full list can be found here](#)) and create profiles on them so you can begin responding to casting calls.
10. **Delve Deeper:** [Download two more free Get Cast™ Tip Sheets for free](#) to dive into even more detail about actor marketing and branding strategies.