

# CITY HEADSHOTS

## Get Cast™ Tip Sheet 2

### Ten Advanced 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. **Advanced Website Tip:** Let's up the ante on your Weebly website. Create five pages on it and make sure to include photos on each page for visual engagement. Pages: Home, About, Reel, Blog/News, and Contact.
2. **Follow Up:** Email recent directors you've worked and ask them for a 1-2 sentence testimonial for you and their experience working with you. Then add these testimonials onto the homepage of your site.
3. **Demo Reel:** Create a demo reel no longer than a minute and forty seconds ([www.demoreelsnyc.com](http://www.demoreelsnyc.com)). If you don't already have footage, record yourself doing a monologue with your cell phone and upload it to your website.
4. **Snag Free Footage:** Apply to unpaid projects using the links from Tip Sheet 1 and confirm beforehand how quickly you'll be able to get the

footage for your reel. Ask the director if you can get the raw footage and sign a simple agreement with them holding them accountable for it.

5. **Start Loving criticism.** Ask at least five people you know for negative feedback on your acting technique, website, or something else and use what you hear to help yourself improve.
6. **Critical Thinking:** Come up with three answers to the question: "How can I under-promise and over-deliver on all the projects I work in?" Then begin applying those ideas to start getting more referral jobs.
7. **Reputation Management:** Google your name online and find any images or videos that don't show you in the best light. Remove them from the Internet.
8. **Professional Voicemail:** Update your voicemail greeting and ensure it's professional. If you haven't yet made a Google Voice phone number, set it up so you can make a separate voicemail for professional contacts!
9. **Bloggng for Fans:** Begin writing blog entries about each project you act in. This will get your website found by fans because they might search Google for that project and will stumble upon your blog post. Make sure to include photos!
10. **Shareable Links:** Add "Subscribe" or "Follow" links below all your blog posts so fans can start following you online. If you can get over 2,000 Twitter followers you'll be much more likely to get cast!

Remember, if any of these tips is unclear, feel free to email me at [getcast@cityheadshots.com](mailto:getcast@cityheadshots.com).