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by Jonathan Flom : **Act Like It's Your Business: Branding and Marketing Strategies for Actors**

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Description :

PDF-897bf | Many actors treat their profession as a purely artistic endeavor, rarely conceding that there is more to making a living than simply showing up on stage or in front of a camera. By refusing to seriously acknowledge that self-promotion is vital to their livelihoods, many performers can get quickly discouraged by the vicious circle of audition and rejection. However, with a little foresight and plan... *Act Like It's Your Business: Branding and Marketing Strategies for Actors*

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