



Breaking into Commercials: The Complete Guide to Marketing Yourself, Auditioning to Win, And Getting the Job, 3rd ed.

Terry Berland, Deborah Ouellette

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Every year, over 60,000 commercial roles for all ages, physical types, and ethnic backgrounds are cast by ad agencies, producers, directors, and casting directors across the country. Breaking Into Commercials will show you what it takes to get one of those roles and give you an edge over the competition.

This essential guide provides untapped opportunities in regional markets and abroad, and shares valuable insights into developing a competitive edge. In Breaking Into Commercials, you'll discover how to

Get the best headshots

Create a résumé and cover letter that opens doors

Find a good agent

Fine-tune your craft

Give auditions that result in more callbacks and jobs

Prepare for commercial shoots

Make the most of working in regional markets

Move from regional to major markets

Break into voice-over work

Cross over from modeling to commercials

Launch your child's commercial career.

A glossary of industry terms rounds out this comprehensive text on breaking into the lucrative field of acting in commercials.



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