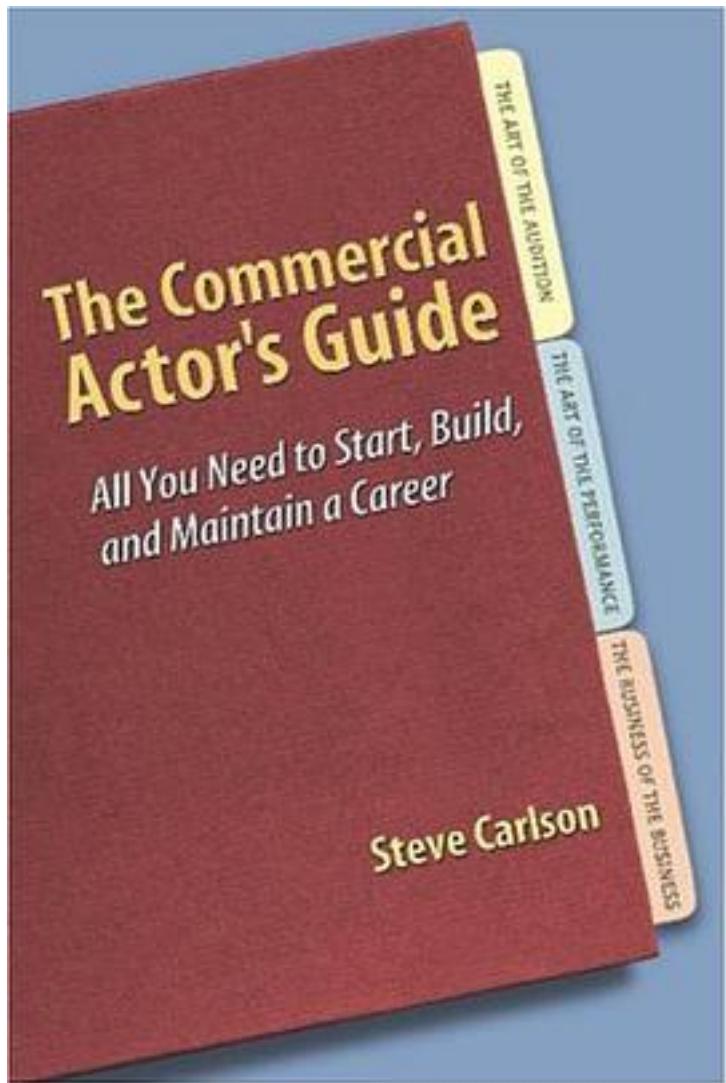


The Commercial Actor's Guide



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"Steve Carlson's book is the most comprehensive guide to the commercial business that I have ever read. It is a must for any actor planning a career in television commercials. Buy it now, before you come to see me. It will save us both a lot of time."

- Mark Measures, Abrams Artists Agency, Director, On-camera Commercials

Everyone knows that show business is one of the hardest businesses to break into, but as every actor knows it's just as tough to stay in the business. Fortunately commercials can be a lucrative addition to the work of any actor, and Steve Carlson - veteran of over 400 commercials - can tell you how to get into them, organize your career to take advantage of the opportunities they present, and retain choice and flexibility in the roles you take. "The Commercial Actor's Guide" offers advice honed from Carlson's nearly forty-year career in television and film: a career in which commercials have played a vital role. Whether you are trying to find work between film and TV gigs, make acting in television, industrial, or video ads your sole business, or discover your niche in a crowded acting market, Carlson will prove that commercials can allow you a very comfortable, stable lifestyle in a business known for its instability. "The Commercial Actor's Guide" addresses the three most important aspects of working in commercials: auditioning (knowing your type, maintaining relationships with the right casting agents and directors, and presenting yourself in person on-camera), performance (playing your part, whether you're the pitch person, the straight man or straight woman, or a supporting actor), the business of commercials (getting an agent, organizing your show-business life, and finding time for yourself in a hectic industry). If, like most actors, commercials are your introduction to film acting, read "The Commercial Actor's Guide." You'll quickly discover how a thirty-second spot can help you spend a lifetime on screen.

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