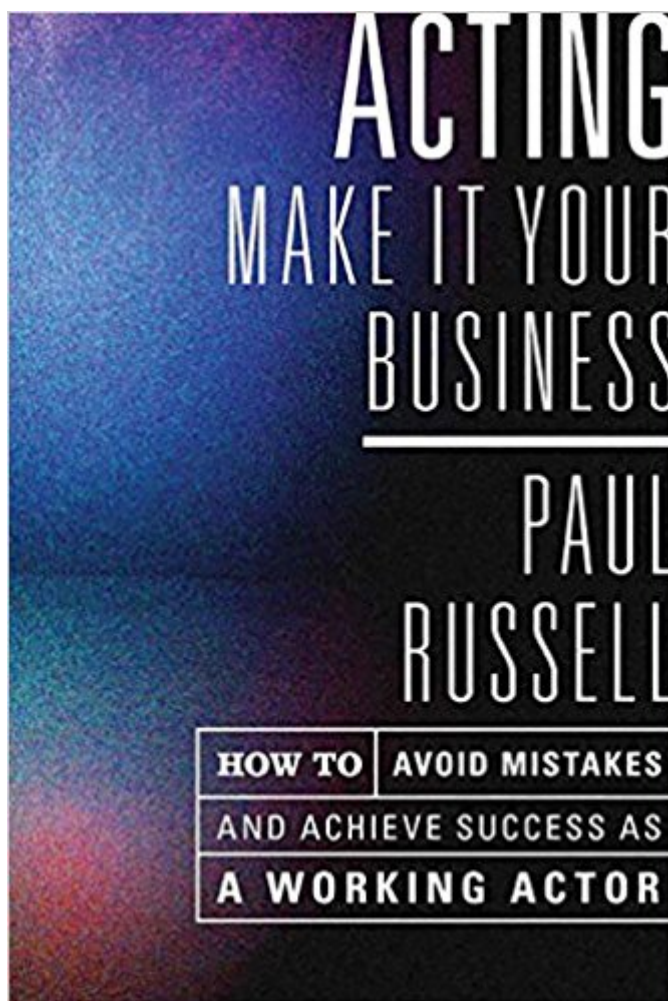


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# Acting: Make It Your Business - How To Avoid Mistakes And Achieve Success As A Working Actor



## Synopsis

Acting: Make It Your Business, written by an award-winning, veteran casting director, puts the power to land jobs and thrive in any medium - stage, film, TV, or the Internet - directly into the hands of the actor. This blunt, wise, and often hilarious guide overflows with cutting-edge audition, marketing, and networking strategies, combining traditional techniques with those best suited for the digital age. Well-known actors and powerful agents make cameos throughout, offering newcomers and working professionals alike a clear-eyed, uncensored perspective on survival and advancement within the entertainment industry.

## Book Information

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[Sports & Entertainment > Entertainment](#) #56 in [Books > Business & Money > Industries >](#)

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## Customer Reviews

"Humorous and witty . . . [Paul Russell](#)'s commentary, constructive criticism, and hopefulness of the business and reality of the acting profession is uniquely detailed and incredibly truthful. [Actors everywhere](#) who are trying to succeed in the business, young or old, on stage or on camera, in New York or anywhere in the world, take note: This is your road map."- Bernard Telsey, C.S.A. casting director ([Hamilton](#), [NBC's The Wiz](#) - LIVE!, [The Intern](#), [Smash](#), [Sex & The City: The Movie](#), [Wicked](#)) "I had my "Business of Acting" (BFA Seniors) class do book reports on a variety of "business of acting" books and [ACTING: Make It Your Business](#) came out a clear winner--considered to be essential for their bookshelves!"- Dr. Nina LeNoir, [Dept. Chair - Dept. of Thtr.](#), [Chapman University](#) "I had my "Business of Acting" (BFA Seniors) class do book reports on a variety of "business of acting" books and [ACTING:](#)

Make It Your Business came out a clear winner--considered to be essential for their bookshelves!"--  
Dr. NINA LeNOIR, Æ Æ Dept. Chair - Dept. of Thtr., Æ Æ Chapman University "All the right questions  
asked and answered . . . and with a generous portion of good humor."- Suzanne Ryan, C.S.A.  
casting director (Unforgettable, 666 Park Ave., Law & Order) "Paul's book made me proud to be a  
part of the acting community in this business we call 'show.'" - Karen Ziemba, actress, Tony and  
Drama Desk Award Winner

"Everything I say is right. Everything I say is wrong. There are many conflicting opinions in this  
industry. Don't take one person's word as gospel, including mine. Take what works for you."

I've been acting for pay (and sometimes without pay) since 2005. I wish I had come across this  
book sooner, because it would most assuredly have helped me - a lot. As I turned the pages, I often  
found my head nodding and my lips silently uttering "oh yes, oh my, and sometimes - oh no." OK, so  
maybe I had already discovered many of the tenants offered by Mr. Russell. The trouble is, or was,  
that I didn't understand them earlier. I had to learn much of this stuff the hard way - through the  
proverbial "school of hard knocks." I do not recommend that approach! Read Make it Your Business  
instead. And I certainly hadn't learned everything. Paul Russell offers a straightforward and honest  
casting director's perspective; but he has also enlisted his "group of 8" actors as well as the  
opinions of other casting directors. In his Introduction, Mr. Russell writes "I want to give back  
something more than a "thank you for coming in today." The time has come for me to share with  
actors what they cannot see for themselves - to offer industry insight gleaned from both sides of the  
audition table." And that's exactly what he's done. This book is not about technique. For that, turn to  
any number of good titles including Sanford Meisner on Acting, Paul Kuritz's Fundamental Acting,  
and Stella Adler: The Art of Acting. I'm sure there are many others. This book is about the business  
of acting, as suggested by it's subtitle How to Avoid Mistakes and Achieve Success as a Working  
Actor. He covers the basics in chapters such as Training for the Actor, The Picture and Resume,  
Cover Letters, and Actor Marketing. The subjects of Auditions and Agents each receive three  
chapters. Another chapter discusses Training. And throughout the book, Paul Russell and his  
contributors offer abundant insight, encouragement, and caution on almost every aspect of  
becoming and continuing to be a working actor - including physical and mental preparation and  
conditioning. I read a lot, much of it on the subject of acting. This is without question one of the most  
informative and helpful books I've had the pleasure of reading. I'm proud to count myself among the  
ranks of "struggling actors," and thankful that Paul Russell has made the struggle just a little bit

easier.Loren Edward Schofield, May 2012

Believe in yourself and there's nothing you can't achieve. Books can help, the most helpful thing in the world is how you feel about you, the story you tell, the thoughts you are thinking, and all of it can change, and it's all up to you. Your success is only ever singularly all up to you.

Don't be fooled by the charm and humor that runs throughout Paul Russell's book on the business side of acting. While the book is sharp, witty and entirely entertaining - it is also full of important information on how to make the most of your acting career. Whether you are just starting out, looking for guidance in how to restart your career in a new time and place - or springboard into the next level of your current career path - this book answers your questions, lays out the necessary tools for redefining, branding and selling yourself to the agents, casting directors, producers and directors with whom you desire to join forces. I find myself using it as a reference, and in re-reading it, often discover new gems I had overlooked, the first time. If you are serious about making a career as an actor - it is essential to have this book as a part of your personal "career library."

I can't speak more highly of this book, it's wealth of information & inspiration, or the author Paul Russell. In reading the book, you hear not only Paul's educated opinions on Acting, and more so the business of show business, but from eight other successful persons in their own trials, tribulations, and successes that have informed their own careers. I highly recommend this work for any actor who takes themselves seriously enough to pursue this amazing and frightening career called acting. Definitely worth the read, and re-read.

There is one point I'd like to add to the other excellent reviews of Acting: Make it Your Business. We must all arm ourselves with as much information, frightening as well as supportive, before making critical life decisions. I've known Paul for years. He knows EVERYthing about Show Biz and, though 100% sensitive to whomever he speaks/writes, he is always honest (sometimes brutally so). Folks contemplating the pursuit of acting as a career might risk changing their minds after reading in Paul's book about the gauntlet of steel-tipped whips and rings of fire they'll have to run through JUST TO GET TO THE STARTING LINE--an audition or interview--of an extremely crowded race. I was an always-working actor/singer back in the 80's who gave it up to marry, own a house, raise a kid, teach, edit, etc.; lately I found myself with time on my hands and a still-burning desire to "make it as an actor", so I rejoined the Big Three unions and devoured Paul's book. Cringe followed cringe

followed cringe followed cringe. I began to realize that teaching, band-singing, performing with jazz pianists and putting together my own cabaret shows is enough professional acting for me. If you're considering acting as YOUR business, you must read Paul's book.

Great book! I bought it two years ago and still keep it handy with me all the time. I appreciate it even more now that I am more involved in theater. I would easily give it five stars if Paul had a few pages focused a bit more on TV and film but that is by no means a complaint as I still considerate it to provide universal knowledge for this industry. I love that Paul doesn't sugarcoat anything with his brutal honesty which is sometimes downright hilarious. He doesn't tell you what you want to hear, he tells you what you need to know. Anyone wanting to pursue a career in acting needs to read this book.

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