



Resource Development – Reasons to Write to Your Industry List

When nurturing your greatest asset; your industry contact list, you must communicate at appropriate times and in an appropriate way.

There are other resources in THE CAREER ACCELERATOR PROGRAMME that help you learn just how to grow and nurture the list as well as how to create an industry standard CV and write an email.

A leading agent told some of our members:

"There is no hard and fast rule to actor/agent seeking work balance. You must both keep your relationships alive in the industry because you are working as a team toward the same goal. You must build your list of 'champions'"

This agent was of course talking about nurturing your industry contact list!

Here, we want to clarify ways that you can create reasons to check in with them and remind them of your presence as part of your FUELLING process.

Here are some guidelines:

1. Only contact your list when you have something new for them to see (headshot, showreel, a production, website or something coming up on screen)
2. Never write to 'check in' or 'say hi'.
3. Do not follow up unless they respond or when you have something new to show them.
4. Never turn up at their office uninvited. This reads as desperate and inappropriate.

At the FUELLING stage, you need to invest time and money into creating reasons to make contact.

You may, as we said before, want to invest in the following:

- A showreel or new showreel material
- Voice Reel
- New headshots
- Website
- Create a production (fringe, one person show - anything) that they can attend
- Make an independent film

Some tips on headshots and showreels:

Headshots

- It must look like you!
- Your photo is your 'label on the can'.

- Be as neutral with colour as possible as well as style. If you think you are going to be good at period drama, please don't have a headshot with ringlets and a bonnet!
- Hair down so they can see the length.
- Wear something simple, no patterns.
- Let us see your eyes, they are the windows to the soul

Showreels

- Make your showreel no longer than 3 mins long
- They will know in 30 seconds if we like you.
- You don't need credits on it.
- No montage at the beginning please, straight into the work.

When receiving submissions, one agent said:

'Self tapes are good, showreels are not always the best. I prefer to see a good self tape, you get a taste of what a casting director would be seeing.'