



### WEEK 1: AUDITION & BRANDING TECHNIQUES

Learn the 10 types of castings: 5 types of commercials, TV, film, industrials, voice over, and hosting. Learn self-taping, zoom callbacks, proper marketing, and set up your Casting Networks national profile. Learn industry lingo and how a talent agency works.

**PREP: Bring your Smart phone, ipad, and laptop if possible. No memorization needed.**

### WEEK 2: COMMERCIAL TRAINING

Learn the techniques that get you booked for the \$500-\$2500 local commercials & the \$40,000 national commercial spots! Receive feedback and record your 30 second commercial on a green screen.

**PREP: Memorize 1- 30 second commercial. If you speak another language, memorize your commercial in both languages.**

### WEEK 3 & 4: TELEVISION & IMPROV

Within the world of television, there are increasingly large variations as to the format and tone of projects. Learn how every show has its own personality, tone, and playing a mix of characters.

**PREP: Select a 1-minute Disney, Hallmark, or TV script of your choice. Be 100% memorized.**

### WEEK 5 & 6: FILM TRAINING

Learn how to audition for a movie, Learn basic character analysis and breaking down scripts, Find the truth in every role you play! Learn what to wear for film role auditions, on-camera techniques, and how to best create a demo reel that will get you booked!

**PREP: Select a 1-minute film script of your choice. Be 100% memorized. Dress like your character and come hair & makeup ready to film. This can be filmed on a green screen or on location**

### WEEK 7: HOSTING & TELEPROMPTERS

Learn the skills to become a TV host or presenter. Learn how to use a teleprompter. Go to [websitetalkingheads.com](http://websitetalkingheads.com) and create a 40 second host clip. Practice infomercials.

**PREP: Best option is to bring an iPad (you could use a Smart phone if you don't have an ipad) Download the app called bigvu.tv, teleprompter+, or any other teleprompter app.**

### WEEK 8: RECORD DEMO REELS

Film your demo reels today!. Bring your headshots & Stars formatted resume for review. Get re-tiered, update Podio/Website, and receive your acting certification!

**PREP: Bring 2-3 outfits to film in, solid colors. Have the product if possible, for filming your commercial (ie. Diet Coke). Bring extra scripts if you require a reader. Feel free to bring extra water or snacks. \*For kids or teens under 18, parents are welcomed to stay and watch.**