



WEEK 1: AUDITION & SELF-TAPING TECHNIQUES

Learn in person or on zoom, top audition techniques for each of the 5 main commercial styles. Today will consist of improv exercises that will prepared to book!

PREP: No memorizing needed. Each week in this 8 week workshop, wear a solid color top, no patterns or logos and if you are on zoom, always have your green screen set up.

WEEK 2: COMMERCIAL STYLE 1: IMPROV

Strong Improv is crucial in the commercial world that you convey a very specific thing to its audience in a matter of seconds and so do you! Learn how to use your body and mind in a scene without dialogue, bringing it to life and going beyond just doing the "action."

PREP: No memorizing needed. This is a fun class, come energized!

WEEK 3: COMMERCIALS STYLE 2: TESTIMONIAL

Practice doing unboxing videos & how-to videos. Learn how to take an interview or testimonial style commercial and give it honest and truthful interpretations. Film "testimonial" style commercials on a green screen today that inspire clients to book you.

PREP: Memorize a 30 second "testimonial style" commercial. Bring a prop that matches your commercial selected.

WEEK 4: COMMERCIALS STYLE 3: SPEAKING

Learn to work with props. Develop energy, pace, inflection, and timing. Break down and analyze commercial scripts. Learn how to fill out a voucher and the do's & don'ts of auditioning.

PREP: Memorize a 30 second commercial. Bring the product, if it's available or portable.

WEEK 5: COMMERCIALS STYLE 4: INTERACTIVE DIALOGUE

How to be a storyteller and create three-dimensional characters regardless of whether you are given one line, a monologue, or no lines at all! You will learn how to work with other actors in both group scenes and one-on-one, as well as explore both comedic and naturalistic copy.

PREP: Memorize a 30 second "Interactive style dialogue" script. Bring extra scripts to share.

WEEK 6: COMMERCIAL STYLE 5: INFOMERCIALS

Learn how to best to optimize your time in front of the camera and how to stand out from everyone else. Learn how to memorize better. Learn how to use bigvu.tv "teleprompter-recording" app.

PREP: Memorize a 30 to 60 second infomercial. Come dressed nicer than usual or wear business clothing.

WEEK 7: INDUSTRIALS & CORPORATE TRAINING VIDEO

Learn the 2! teleprompter techniques. Learn how to stand out from other actors auditioning for the same role and prepare for different audition scenarios. Learn how to work seamlessly with other actors.

PREP: Memorize a 30 second industrial or corporate training video script to film against a green screen. Dress in nicer solid color clothing or business professional depending on your age & script.

WEEK 8: CREATE DEMO REELS LIVE OR ON ZOOM

Film your demo reels today! Bring 5 different vibrant color tops /outfits to film in. Bring 1-3 commercials to record on a green screen or at home using your personal green screen. Come hair & makeup ready. Ladies, bring 3-5 lipstick colors.