

The Five Star Steps to Jumpstart Your Artistic Career



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StarPower: Because You Were Born to Shine***

HAVE EVER...

Dreamed of being a professional actor, singer, model?

Been told 'You should be on stage, on TV, in movies, or in magazines'?

Wondered 'If only I knew how to follow my dream of being a star'?

Thought about how your life would be different if only you had listened to your heart and followed your true heart's desire?

Well, **RIGHT NOW** is the time to tap into YOUR **StarPower** and take your career to the next level. Whether you are an aspiring artist—just starting out OR an emerging artist needing to get back on track, this **SPECIAL StarCast Report**, is just for you!!!

YOU WERE BORN TO SHINE

YOU are a work of ART! You were born with the power to be the STAR of your life. Everything that you need to be successful is within you. Yes, that's right, YOU were BORN to SHINE!



But, remember: Your Star will only Shine As Bright As YOU Will let it!

IN THIS SPECIAL STARCAST REPORT YOU WILL DISCOVER THE FIVE STAR STEPS TO:



1. ACTIVATE YOUR ARTISTRY



2. CULTIVATE YOUR CRAFT



3. MARKET YOUR MASTERPIECE



4. CREATE YOUR COMMUNICATION SYSTEM



5. MANAGE YOUR ARTISTIC PROGRESS

These 5 Star Steps are equally important and work together to set the stage for a successful artistic career.



As a serious artist, you must make sure that each of these Star Steps are in place when taking your career to the next level. So, let's take a closer look at each one.



ACTIVATE YOUR ARTISTRY

The best way to activate your artistry is to think positively about yourself and your creative abilities. Having the right mindset is important to your success as an artist. **Take at least 15 minutes each day to center your mind, body, and spirit.** This quiet time for meditation, reflection, and affirmation helps you to focus on your life's journey while activating your artistry.

❖ **Star Action Step:** Create a daily affirmation that honors your gifts and talents. Reflect on it and say aloud daily. (ie. I am talented, creative, artistic, prosperous (use your own positive words). I am (your full name) and I was born to shine.

As a Creative Spirit sometimes the hardest thing to do is to stop and listen to that quiet still “voice” on the inside of you. That voice, seeking to be heard, is waiting for you to tune into your true self by honoring the gifts and talents that you have within. And now is the time to listen and take action by pursuing your passions and start living the life of your dreams.

❖ **Star Action Step:** Take a moment to think about your gifts and talents. Make a list of the top 10 that you are most passionate about.



CULTIVATE YOUR CRAFT

It's important to take your craft seriously. In doing so, you are investing time, energy, and resources to be the best artist you can be. That means that you are positioning yourself in such a way that you will be ready to SHINE when the opportunities come your way. ***Gaining experience, honing your skills, and networking with others in your creative industry, is not only important, but is necessary to get ahead in your career.*** Here are a few ways you can start to cultivate your craft, NOW:

- Join a local actors meet-up, support group, or artist co-op
- Volunteer at a community theatre, art gallery, dance studio
- Take private or group lessons to sharpen your skills
- Get involved with your local Arts Council
- Seek Talent Consulting or Coaching for career guidance
- ❖ **Star Action Step:** List three things can you do to start cultivating your craft within the next 3 weeks.



Market Your Masterpiece

Being an amazingly talented artist means NOTHING, if no one else knows it! ***As an artist with STARPOWER You MUST establish your artistic presence.*** This is

done by having the right business basics in place: a quality headshot, artistic resume, demo reel, and internet presence will distinguish you from the pack of any everyday, average artist and raise your visibility. Here are a few tips to remember:

- A headshot is a photograph of a performer used as business card in the industry. It should be an 8x10 clear image of you with your name visibly printed usually at the bottom (left, right, or center)
- An artistic resume lists your experience, training, and special skills as an artist. For actors, it is cut to 8x10 size and stapled to the back of the headshot (facing outward).
- A demo reel is generally a 3-5 min. video sample of an artist's best body of work. Your footage should be updated on a regular basis.
- Establishing an internet presence helps to increase your visibility as an artist. Sites like actorsaccess.com provide free basic services to upload your artistic resume, headshots, and agent/manager info.
- ❖ **Star Action Step:** List the marketing tools that you need and the necessary steps you will take to get them completed within the next 3 weeks.



CREATE YOUR COMMUNICATION SYSTEM

Establishing reliable points of contact are vital to your success as an artist. If you can't be reached in a timely matter, then opportunities will be missed. ***In order to step into the SPOTLIGHT, you must be easily reached at all times.*** With the many methods of technology, you can easily set-up a communication system that is effective both on-line and off-line.

- Smartphones, pagers and other wireless devices can be effective forms of communication systems.
 - Sites like voicemaildepot.com and evoice.com offer a variety of communication services to suit your professional needs at reasonable prices and may offer a free trial service.
 - An active, valid and frequently accessed email address is an easy and ideal method of communication. It is not a bad idea to set-up an email address that reflects a professional image [ie. book(your first name)@..., OR (your stage name) @...]
- ❖ **Star Action Step:** Establish a 3-way communication system that you can put in place within the next 3 weeks.



Manage Your Artistic Progress

Being able to track, review, and assess your development as an artist is an important key to your

success. Having a central system to keep up with industry contacts—casting directors, producers, agents, manager, etc—is a MUST.

Key people you meet at places like networking events, meet-up groups, artists' showcases, and auditions could be the connection to your next opportunity. Remembering important details like: what photo you submitted for a project or what you wore to that audition that you got a callback for are key details that you should have on hand to track your activity and productivity as an artist.

- To help organize your career, sites like holdonlog.com offer simple and effective tools that log, track, and manage your submissions, auditions, and callbacks, bookings, income, expenses and more.
- Maintaining a career journal provides a place for you to list daily events, contacts, short and long term goals, and self-expression.
- ❖ **Star Action Step:** Set-up an organization system for tracking your artistic progress that you can put in place within the next 3 weeks.

