



We help actors find the right... everything.

## The 5 Pillars of ARG Pro Membership

### Pillar #1 GET INDUSTRY COMMUNITY

- Re-connect with people you've worked with in the past
- Create and maintain a target list for casting directors, producers, filmmakers, directors, and writers based on your goals
- Acknowledge the accomplishments of those you want to connect with
- Express gratitude as a habit
- Reach out to your target list every 6-8 weeks to update or add value
- Sample Video Training: Creative Ways to Connect with Casting Directors
- Read e-book: The Guru's Guide to Getting in the Room

### Pillar #2 GET VISIBILITY

- Attend casting director workshops with the CDs on your target list (Use ARG workshop schedule for LA, NY and online)
- Present an on-brand headshot that you are proud of
- Polish your online resources – casting profiles, IMDB page, website
- Nail your performance video and audio (reels, VO reels)
- Get press (theater reviews, online articles, radio shows, events)
- Curate your social media profiles and build your audience
- Sample Video Training: All About Actor Email Newsletters

### Pillar #3 GET THE RIGHT STUFF DONE

- Get clear on your core values
- Identify your short-term and long-term goals

- Use your goals to guide your training choices (Use ARG database + reviews to find training)
- Get accountability that works for you
- Use proven productivity tricks and hacks
- Set office hours
- Sample Video Training: How to Become a Monster at Getting Things Done
- Prioritize self care; take care of yourself as a human being and artist as well as a businessperson

## **Pillar #4 GET INSPIRED**

- Listen to monthly audio interviews with successful industry experts
- Read e-book: 25 Ways to Live a Happy, Healthy and Successful Life as an Actor
- Sample Video Training: What Makes a Happy and Fulfilled Actor?: Learning to Take Care of Yourself
- Share your wins and cheer others on in the Pro Facebook community
- Be inspired by the Recommended Reading section of the ARG blog

## **Pillar #5 GET A GREAT TEAM**

- Use the Pro Process for identifying your Rep Target List
- Attend agent showcases and panels with the reps on your target list (Use ARG showcase schedule for LA and NY)
- Read the Agent Action Guide: How to meet, sign and love your agent (no matter what your resume looks like)
- Sample Video Training: How to Get an Agent in Time for Pilot Season
- Video Training on Blog: #AgentSeries
- Video Training on Blog: #Manager Series
- Use the Guru's List of Awesome Agent Questions to nail your meeting

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