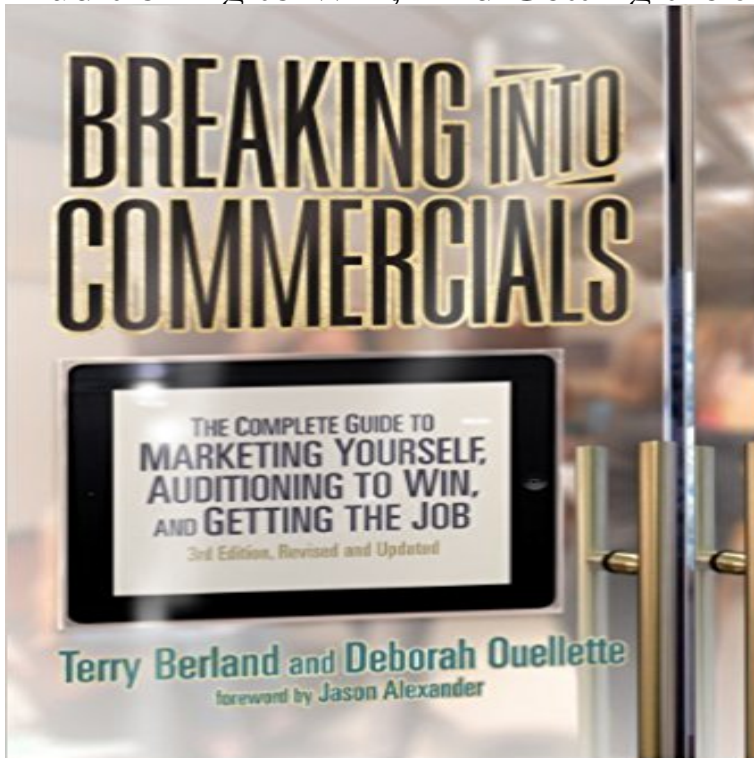


# Breaking into Commercials: The Complete Guide to Marketing Yourself, Auditioning to Win, And Getting the Job, 3rd ed.



Every year, over 60,000 commercial roles for all ages, physical types, and ethnic backgrounds are cast by ad agencies, producers, directors, and casting directors across the country. Breaking Into Commercials will show you what it takes to get one of those roles and give you an edge over the competition. This essential guide provides untapped opportunities in regional markets and abroad, and shares valuable insights into developing a competitive edge. In Breaking Into Commercials, you will discover how to Get the best headshots Create a resume and cover letter that opens doors Find a good agent Fine-tune your craft Give auditions that result in more callbacks and jobs Prepare for commercial shoots Make the most of working in regional markets Move from regional to major markets Break into voice-over work Cross over from modeling to commercials Launch your child's commercial career. A glossary of industry terms rounds out this comprehensive text on breaking into the lucrative field of acting in commercials.

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