

Ep. 27 Become Offer Only & How to Tell When You Need to Be Coached - Transcript

[\(00:03\):](#)

When you are operating from a, we're all humans in this business, we all know this business has up and downs. I also think one thing that actors should remember as well as everyone knows that actors usually have more than one job. This is like blanket statements that everyone in the business know. So like the hiding of like, I'm just going to show them an actor. I'm never let them know the rest about me. That's like the opposite of creating relationship, right? Yeah. And so that's why even these newsletters or whatever you're putting out into the world, whether that's a newsletter or an email or postcard or whatever it is, doesn't have to only have to do with acting. Now I promise you, there are going to be someone who's going to tell you how dare you tell me this, you're doing it wrong. Why did you bother to tell me about that commercial?

[\(00:40\):](#)

You booked, you should only be talking to me about the electrical projects. Cause I'm a theatrical casting director. Someone might say that to you, right? And there's a part of me that says, cool. I'm not gonna give all of my power to that one voice because I like who I'm being right now. And there is no such thing as a blacklist that everyone's keeping on me that like no one has enough time to keep a black list for you. Let's like, let go of our ego because there's no one doing that. Whether you're an actor, creator, butcher baker or candlestick maker, if you believe that creatives can save the world, then you're in the right place. Hi, I'm Brian Patacca. And this is Brian Breaks Character where we slay the suffering artist myths. So you can attract the right attention, get out of your own way and become so aligned with your spiritual purpose. That abundance in all its glorious forms finds you each episode. We'll go behind the scenes with people who proudly walk, the path, least taken inspiring activists, artists, creative folks, plus working actors and solopreneurs who will offer down and dirty advice. And lots of laughs all while sharing how to bring home the bacon and make a living and a life in a creative field. Brian breaks character is your new favorite. Listen, if you're done suffering for your art and second guessing every step of your yellow brick road,

[\(02:00\):](#)

Hello, Brian breaks character listeners. This is not Brian. This is Summer Mastin and you may have listened to me before, or you may not have, but here's the skinny I work with Brian and I'm an actor myself, and I'm here with him on this late tomorrow morning in LA we're sitting down for a little fireside chat is a lay of the land, a weather report. We're coming up towards the end of the year, which stirs up a lot of things for a lot of people. And I think actors, especially we're heading in for our first pilot season in two years at the top of 2022. And I feel like the question that is on everyone's mind is what do I do?

[\(02:51\):](#)

And I hear the pain in your voice when you say that. Yeah. When you say that, I think that that's a question that a lot of actors wrestle, because that question can always be on your mind and oh, hi guys, I'm here, I'm here with summer. So, you know, this was an idea we had to come on and kind of talk about this because there's this productivity addiction. I think that we all have around, like, I need to be doing something. I need to be doing something. If I'm not getting auditions, if I'm not working as much as I want, then there's probably something I should be doing. And I kept seeing actors like fall into the trap of doing kind of busy work. Administrivia is a word that people throw around sometime stuff

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that doesn't make a difference. So I'll give some examples. So like I'm going to keep looking at my headshots over and over again.

[\(03:34\)](#):

I'm going to keep looking at my reel over and over again. I'm going to assume that I should call my agent and get on their because they're not giving me enough auditions. Like it's just a cycle of those things over and over. Like maybe I should do another self-tape maybe that's something that I just, maybe I should invest in another microphone. Maybe it's like, again and again. And it just goes in a circle or maybe my acting class isn't what's working. So it just becomes this like. I mean, I hate saying these words out loud because I'm, I'm sure I'm like stirring up feelings for people as I say them, but like, it becomes this like crappy space of what do I need to do? How do I crack this code? And the first thing we need to let go of is the perception that there is a code to crack.

[\(04:09\)](#):

There is no simple answer to this question. And that is why I'll just kind of like pull back the curtain a little bit on what we do around here in summer can back me up. Some has been on every single call I've ever had in any of our programs over here. And we have three different programs. One program is devoted to getting you an agent. One program is devoted to getting you more auditions to your casting profiles and the other one's a coaching program. And I'm on these calls, like getting an agent is a very clear goal, fixing up your casting profiles. So you get more auditions is a very clear goal coaching, which is where I think a lot of people, we have people reaching out to me to do private coaching all the time. And I devote all my time to the programs.

[\(04:45\)](#):

And so when people reach out about coaching, you know, it breaks my heart to be able to say, I can't take on a private client. Would you like to join a group or something? That's the way I can usually serve them. But the reason why I think coaching is so powerful is it's meeting you where you are when it comes to what's exactly happening inside of your career. So before we just get into, like, this is not a commercial for coaching, I want to be clear. I'm just wanting to say that, you know, the reason why coaching exists is because your career changes day to day and week to week. And to clear up some of that noise. So if we're willing, so stay with me here. People, if you're willing to let go of the idea that there's, this will crack the code and suddenly I'm just going to be under the waterfall of auditions all around me.

[\(05:21\)](#):

And it's going to be amazing, right? If we let go of that, then what that means is we are one of the ways I might think about this, like to use a metaphor is like, we're just kind of going outside and looking at the weather. Oh, the weather today is I haven't had an audition in awhile. Okay. So rather than ascribing, meaning to the cloudy sky, cause it's just a cloudy sky. There's no meaning behind it. Right. Great. It feels like it's fall around here. Great. So how do I want to relate to fall? Great. So I'd like to get some more auditions before I just start saying, what did I do wrong? Or what can I spend my wheels? That's where I think you need to, I'm going to steal a phrase that people use in AA, which is your own best thinking. Got you here.

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[\(06:01\)](#):

And so if you're relying on your own best thinking, I think that's sometimes can be a trap because hello, who wants to be vulnerable? Hello? Who wants to like put themselves out there? Who wants to take up space? No one. So what we do is we engineer small risks. So we're like, okay, I'm going to look at my headshots. I'm going to look at my real. And some are, you know, I'm curious for you, you know, you just got back from shooting a film, like you were on a film that probably was a huge high. You're probably still floating on some of that high, but you tell me like, where are you now with those feelings? Like, how are you doing right now?

[\(06:33\)](#):

You know, I'm, I'm doing good. I'm feeling confident, but I'm also feeling like maybe it never even happened. I'm also in the exact same place it's going to take forever to get the footage. Right. I mean, maybe not forever, but you know, I put the line on my resume, but to be able to have like the footage in my hot hands and like, you know, it's a very specific category of footage as well that I'll have. Right. So God, what a depressing answer. Like it never even happened because the change though, actually the change is actually internal. I feel the internal change. I feel more confident. Like I went to the doctor yesterday and they asked what I do. And I freaking said, I'm an actor because I just got back from shooting a film where it was my job, my main job every day. And there are other times when I might not say that.

[\(07:25\)](#):

Yeah. Oh, I hear what you're saying. So, and what I'm also hearing inside of this is from, without we have validation from within right. From something without I know, and I know we don't want to be that with no one wants to be that way, but we all, it happens to all of us. Right?

[\(07:39\)](#):

Listen, it makes my day when I get an audition and I want to own that. I don't want to feel like, so like, oh, it's just the weather. I can't even be

[\(07:48\)](#):

Happy about it.

[\(07:51\)](#):

It's cool that it makes my day totally at the same time.

[\(07:55\)](#):

Yeah. Yeah. Yeah. And that's an important thing to notice. That was such a good distinction you made there because I think you, of course, you get to get excited that you got a feminine, of course you get excited that you get noticed. And of course, you're, you have full permission granted to have all that excitement round the part where I think we have to be careful is what you just said, like how much can I eat out of my validation of this thing that I just had where I'd suddenly write myself off in two months? Because I didn't book something. Like, not that I'm trying to manifest that for you obviously, but like that I didn't have something recent. Right? We're talking about coaching for a second here. I think because that's what I do. And that's what I love to do. And I'm going to speak about coaching for a second because the thing that I love about coaching and the way that I like to work about actors is I want you to leave every coaching, feeling

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more confident in yourself and in your purpose clear that what you're doing makes a difference and that you realize the consistency.

[\(08:42\)](#):

So like for you, there's consistency of showing up, right? I'm getting auditions, I'm putting myself on tape. I am working on every audition. That's a consistency that you're already giving into your career right now you happen to have like the, the joyous abundance of some competence floating around because you booked something. Right. And one of the things that I would hope coaching, I don't want to say coaching gives you confidence, but coaching can at least give you the clarity to rely on your confidence. Like a little bit more like I'm allowed to be confident because I know what I'm doing. Right. And so one of the things that I think that we were kind of talking around here is this program that we call have called actor operating systems. I'm just gonna use it as an example right now. So an actor operating system, I see a group of people every two weeks and I do a coaching call with them.

[\(09:24\)](#):

So it's like a group coaching program, the best way to describe it. And in that group, you know, we've talked about, there are people who never raised their hand, who never asked for coaching and have the biggest smile on their face the entire time they're there. And there's something to be said for witnessing other people, doing stuff. And it doesn't mean that person's not taking action in their career, but the witnessing of other people can be so powerful. And I think that like we all think about, oh well it's community and yes, community, but there's a difference between I think, community and watching another actor struggle and figure something out, you know, before we got on this call, we talked about an actor in the program. We're not going to use her real name, but she's got a three-letter name, just so someone knows who we're talking about right now.

[\(10:06\)](#):

I'm going to call her Sam. And she has been so consistent at putting herself out there in a way she never imagined before. Right. And I think that like, what do you mean putting yourself out there? She's going to workshops or whatever. Like sure workshops are part of it. And like some version of email going out into the world that say, Hey, I exist as a part of it. And what's so wild is, you know, on her like third or fourth email, she sent this manager, she knew from a long time ago was like, Hey, let's meet. And now she's working with that manager. And it would never have happened if she hadn't said I'm going to figure out how to feel okay. With putting myself out there again. And again and again. And I don't know for you, when you think about this and when you see those actors kind of wrestle with this, putting themselves out there, thing, what do you like, what do you see? Or what do you wish for them summer, I guess is cause you're on those calls. It's me. And I'm just wondering what you're noticing when someone's wrestling with that.

[\(10:59\)](#):

Well, I think it's what you said. I think it's powerful to watch it first because this actor we're talking about is very like productive. She gets done. And you know what, also though she has bad days. Yeah. And so when you see both of those sort of, as a reflection back to you, I think it gives you some sort of permission to be trying to, I don't know if I'm answering your question. I

[\(11:24\)](#):

Think you're doing a great job of answering this question. Yeah.

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[\(11:26\)](#):

To be trying things, to mess it up, to try one thing for a while to opt out and then to try again the second week and it's a great success and it's all just part of it. Yeah.

[\(11:39\)](#):

I love what you said. I love that where you went was, you know, this there's good days and bad days, which I think makes it so humanizing. So part of what I hear inside of that is kind of like some Brenae brown stuff is like, you don't have to armor up and be like, and now I'm the person who puts themselves out there and all the work is done. That is not actually what anyone's being asked to do, but that each time you put yourself out there, there's going to be a little bit of like, what's the language that makes me feel okay with putting it out there. Right. What's the, what are you gonna say? I see you nodding.

[\(12:07\)](#):

Exactly. Because I think the magic of coaching with you specifically actually is that you make sure that we're putting ourselves out there in a very human way.

[\(12:20\)](#):

I appreciate that. I'll take that compliment. Thanks. Right. Everyone I'm giving away the secret right now too often, we're trying to look like this. Perfect busy. I'm always working actor and it comes off as braggadocio or like it comes off as arrogant. It comes off as like the way you don't want to come off.

[\(12:40\)](#):

And then I feel like the next question that comes up is like utter dread. What about the month when I don't have something to share, doesn't even exist in the way we're talking about it.

[\(12:51\)](#):

Right. Oh, I love it. It doesn't even exist. So I'm going to pull back the curtain a bit more. So what we're kind of talking about is like, if you're getting yourself on some kind of system of reaching out about once a month or every six weeks to the people inside of your network, now, if you just got scared and nauseous and you need some emotional Tums keep listening. So yeah, because each month it's like, what am I going to say to them? Well, if you humanize the fact that this business is a business of up and downs, then everyone in the business knows this business as a business have up and downs. And so you get to own that in the messaging and in the way that you're reaching out to people. And I think that I would just say that like 2020 is not a year to celebrate as like, oh, look how awesome we are.

[\(13:28\)](#):

But if it did give us anything, I think it did give us a lot more awareness of the humanity that we all have on this planet, in an, in this industry as well. And so the more you can bring humanity into this, the more you can bring the journey of like, I'm going to give like an okay example. So eat the fish, spit out the bone to this example, but maybe you're going to be like, I didn't book anything or have any great stuff happened in September, but you know what? No one that is in my community ever saw that cool sketch I did. So I'm gonna make this messaging that I put out around like, Hey, I did this really fun sketch. And I don't think anyone saw it. But if you're looking for 60 seconds of a chuckle today, here it is. And you know, that's not the perfect way I would write that messaging. I just want to be very clear. I'd probably write it with a

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lot more humanity inside of it. But I'm wanting to let go of the idea that everything has to be, you did it last week for it to matter.

[\(14:15\)](#):

So the consistency, consistency is showing up. The consistency is being human. It's not consistent wins.

[\(14:25\)](#):

Yeah. Summer that's right. The consistency is showing up. That consistency is yeah. What you just said. It's not about consistently working. It's about consistently showing up, but also like if you are someone who is a spiritual believing person, which I am, that's what the universe would say too. That's what God would say. That's what Buddha. Yeah. Like showing up, showing up to your purpose. So it kind of doesn't matter if anyone opens the email or response or anything. This is your version of saying I'm going to co-create with what I believe my purpose is on this planet. And the, my version of that is showing up to that. This is my version. Will you make mistakes for sure. Do mistakes get forgiven in this world where you're showing up? Yeah, for sure. Is it worth having someone else look at your email? So you don't sound delusional or it's not super boring.

[\(15:05\)](#):

100%. That's why you have a coach, right? That's, that's part of why you don't want to sound so that you can still speak in your own voice because I think that's the other part of it. Right? We want to sound like ourselves. And I think actors are at everyone. I would say, not just actors are challenged by finding language. That sounds like our voice when we start to type, or we start to put it on a screen. I mean, I think that's been a thing for you and I too, like, we didn't realize how much writing do we have to do in this world as people who are reaching out. And, you know, we reached out as both a business and you as an actor. Right? And so that skill becomes, you didn't know you were going to need it as much as you need it now. And you know, you're probably real cute. And I would just say everyone listening probably is real cute in their texts, or when they're on Tinder, flirting with someone and they're trying to be as witty as they possibly can be. Right. We've got to steal some of that beautiful width that you have in find a way to put it into messaging that goes out to your network.

[\(15:58\)](#):

I think when people first come to us, we do see a lot of good students style writing and you can just spot it right away. It's like a nice, you know, five paragraph essay with pieces and like, it's so good intention. It's it's like so full of heart, but like just delete,

[\(16:23\)](#):

Right? So I'm just going to kind of speak. We believe in this writing thing so much that inside of actor operating system, we have a copywriting masterclass every single month. And I always think that that hour I get to spend with the members in this community where I'm walking through why this sentence works and why this one doesn't like you become so much smarter after just an hour of that time together, because you had no idea that, oh, if I put this word at the beginning of the sentence, how much more engaged will someone be? And this phrasing didn't sound like human being. This sounds like I'm not acknowledging the situation here I was writing on the other day. And I was like, can we please retire the strategy of I'm going to Google this casting director and find something interesting about them. And then I'm going to mention that in my email, which is like, yes, thank you, 2005, you can have your strategy back.

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[\(17:08\)](#):

You can also have back the phrase. You have to remember that show business as a business. Like it's like so old, like that's, we're beyond that. Now we have to be beyond that. And the truth is by Googling them and pretend learning something about them. What you're actually doing is like, you're making me see how fake the connection is because you're making it about them instead of making it about you. Because the vulnerability is in reaching out from your point of view, which is like, Hey, Steve, we've never met before. Period. I saw XYZ 1, 2, 3, and I've been meaning to send this email for three months. But so many things got in the way of me getting here first. So I'm reaching out to you now to say, I know this is a small business and I hope that there's a day when we work together. I wish you all the luck and success and all this stuff, the rest of it, I will keep my eye on you. If you care to keep your eye on me, here's a link to my website to learn a little bit more about me, no matter what, I'm glad you're out there making art. And I hope that there'll be a day when our paths cross, like that is a fan letter. That isn't a fan letter. I mean, that is a, I am acknowledging that we are in the same business.

[\(18:13\)](#):

Yeah. I mean, I just noticed, even when you did that example, like your voice was dropped in, in a certain way. I wonder if that's a test, even like when you read this email, do you pop up and start to like give a presentation when you read it? Or are you able to just be like, yo, yo, yo, here I am. I saw this about you hit me up if you want. Yeah.

[\(18:40\)](#):

Yeah. I love that. I love that. I'm going to steal that trick somewhere because like how, where you were in your voice when you read the email out loud and I'm a big fan of like read the out loud, walk in your living room and read it on your phone. And does it sound like the way you talk? And then I also think I'm going to give everybody a little trick here is like everyone is reading emails on their phone. Everyone is reading emails on their phone. So whatever email you're intending to send, like send it to your phone or look at it in drafts or something. So you can see the way that it lays out because the format of an email does actually pack a punch. Because if I see these huge paragraphs, I'm like, oh, who is this Looney tunes? Like, we just don't write huge paragraphs. And it's just not the way. It's not the way. Right. And so I think that that's a good trick also, just like, what does it look like on the page? Like, can you make it look a little interesting in the format? I'm not saying like, get weird, but I'm saying like, you can make it look at least a little more. Like I'm not going to feel like I'm reading a novel when I opened this thing.

[\(19:31\)](#):

Can I talk about another red flag?

[\(19:34\)](#):

Totally.

[\(19:35\)](#):

To many places to click,

[\(19:37\)](#):

Oh, we talked about this all the time. So I realized where something's really focused on messaging today. And I realized that's such a huge part of marketing, which is why we should be talking about this. But yeah, if you give someone a

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million places to click in your email, I'm lost and you lose control of the narrative from the person reading your email. And I've got multiple places to click. You're leaving me like a, choose your own adventure kind of moment. And the truth is, I think it's a, cop-out from you not having a clear enough intention of what you want that person to see or watch or learn about you. When I was talking about marketing, I said, there's like, there's different intentions. You want them to feel something. You want them to notice something you want them to do something feel, notice to do.

[\(20:14\)](#):

I want you to feel something. I want you to notice something. I want you to do something, right? So if you want them to do something, is that like, I want them to come to see my live improv show. I want them to notice something. I want you to notice that I was called in for this job, whatever. I want you to feel something I want to make you laugh. So if you can speak to one of those three things throughout your entire messaging, then you're probably going to make an impact. And so you kind of use that as an editing tool is one way to say that. Yeah. That's how I think about that.

[\(20:40\)](#):

Can I ask a question about that was kind of like, is that something that you do at the beginning or is that more a tool in your toolkit? If something feels off

[\(20:50\)](#):

Such a good question, you know, here's what I think, I think as you become a better writer, you don't have to think of it beforehand. I think as a beginning writer you'll want to use that tool right away. So am I intending for someone to notice something about me? Notice something could be not about you. It could be like, whatever, but notice something, feel something or do something. I think using it in the beginning when you're a beginner writer is, and I would just say like, call yourself a beginner writer until you don't use this tool anymore. It's a good way to think of it. But later I think you use this at the end when you're like going back to edited at the very end, you're kind of like, did it work? Did this do what I wanted it to do? And I think you've seen this with me when I write emails that I send, like they're really long.

[\(21:27\)](#):

And I'm like, okay. Kotecha like, I have to write it all out. And then I realized, oh, I'm making an impact without this. And then sometimes I think it, you know, in a day and age, when we use gifs and we put videos and things like that inside of our emails, we have to remember our image Carrie's story. And so sometimes I get to ditch some of what I'm saying because, oh, the picture did it. Yes. I'm just thinking about an email that we sent yesterday. That was for the podcast actually. And it's like at an animated little GIF. And like it says, what does this like, oh, I cut like three paragraphs from that email. It's like, oh, this diff does a lot of the work for me. I just need to make sure the person who's going to scroll past the photo at least knows what I'm talking about here.

[\(22:01\)](#):

So that's another thing. And you know, I'm going to be fully transparent. You know, all this conversation we're having, we're going to go really deep on in this workshop. We're having this month called become offer only. And I think that actors, you know, we think that offer only is something that only happens for like Nicole Kidman and super famous people. But let's remember that the reason why you become offer only is because people know who you are, they've know like, and trust you and they know your work and they're like, this person can do the job. Right? So at the place where most actors are in their career, you've met some people you've met some casting directors. You've met some

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writers, directors, producers you've worked. You've got a couple things on your resume, probably if not a lot in everyone you worked with, I just want to make sure everyone hears us because I think I wish someone said this to me when I was 22 years old, by the way, I'm only 23 is everyone around you is hustling too.

[\(22:52\)](#):

So that person who worked on that stupid student film that you were like, it was horrible, blah, blah, blah, blah, blah, is a way better filmmaker now than they were when they made that student film. And they're hustling all this time. And now they're directing TV, right? I'm thinking of a DP that I know one of my films I booked in New York city. He just was the DP on the HBO show. I know this much as true with mark Ruffalo. And I was like, oh, and then I'm like, I, I know I know him. Yup. No, that guy. Right. So, because I had worked with him on a student film ages ago. And so everyone is hustling around you. And what we tend to do is keep focusing on who's the next person I need to meet. Who's the next person I need to meet when there's all these people you've met that are hustling and doing work that you would love to be a part of, but you're always focused, I think right in front of you.

[\(23:33\)](#):

What's the next audition. What's the next audition. What's the next audition in neglecting all these people who are working in hustling all around you, who would love to be like, oh my God, summer, let's not have auditions. Let's just have summer to do this job. Yes, please. Yes, please. Right. And so that's what this, that's what this workshop is all about. We call it become offer only if you can go to the URL, become offer only. I'd love to see you there. And it is really devoted to what we've talked about today. It's like getting your messaging clear enough and finding a way to keep those people in your network, a part of your network. So you can, you actually love up on them. You've been neglecting them for way too long. They want your attention. What's the face you've just made.

[\(24:06\)](#):

I'm just noticing that like the takeaways that you're going to get from drilling down on this, putting yourself out there, this writing thing they're really applicable to other places. One social media.

[\(24:20\)](#):

Oh God, everyone barfed in their mouth just now. But go ahead.

[\(24:23\)](#):

But Graham, exactly what you were saying in your episode with Heidi and then also in real life, as far as the way you talk about networking of just leading with your humanity, rather than your wins, being curious about the other person, just being humans together.

[\(24:43\)](#):

Yeah. Here's the part that is a part that just kind of made me take a breath. Is you just like yourself so much more when you're working at that level? That's the big secret behind, I would say some are, you know, the secret behind this entire businesses. I want people to like themselves and love themselves and be great citizens of the planet. Right? And I think that when you are operating from a, we're all humans in this business, we all know this business has up and downs. I also think one thing that actors should remember as well as everyone knows that after is usually have more than one job.

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This is like blanket statements that everyone in the business knows. So like the hiding of like, I'm just going to show them an actor. I'm never gonna let them know the rest about me. That's like the opposite of creating a relationship.

[\(25:25\)](#):

Right? And so that's why even these newsletters or whatever you're putting out into the world, whether that's a newsletter or an email or postcard or whatever it is, it doesn't have to only have to do with acting. Now I promise you, there are going to be someone who's going to tell you how dare you tell me this, you're doing it wrong. Why did you bother to tell me about that commercial? You booked, you should only be talking to me about the ethical projects. Cause I'm a theatrical casting director. Someone might say that to you, right? And there's a part of me that says, cool, I'm not going to give all of my power to that one voice because I like who I'm being right now. And there is no such thing as a blacklist that everyone's keeping on me that like no one has enough time to keep a black list for you.

[\(26:04\)](#):

Let's like, let go of our ego because there's no one's doing that. Right. And so the reason why I want to just point this out is don't let that itty bitty committee get formed and let them run your business, let them run your career. Let them run your purpose. Cause that's what can happen. The one voice that says you did this wrong, or I don't like how you did this, or why are you sending this to me, becomes your board of directors. And it just says like your tire career becomes so small and contained. And so many people talk about like, I don't want to play small anymore. This is what playing small is playing small as listening to that one or two voices that have scarred you in the past, or you're worried about them. I think a lot of people will write their messaging for the dipshits that are right. Their messaging for the ones who love them. I'm writing my messaging for strangers. Who've never met me before. I'm ready to messaging because I'm afraid someone's going to not like that. As opposed to I'm ready to messaging for the ones that are already on my side. And so you're shortchanging the ones that are most likely to give you an offer

[\(27:01\)](#):

And just to talk out if that really did happen, which is like the worst case scenario, right? Brian, you subscribed great. You know what happens is you make a note, you take them off your newsletter and you reach out personally to them every six weeks or every two months. No problem.

[\(27:21\)](#):

Yeah. And also what's so lovely about that is you go, oh heck great. Great to know that about you. I didn't know. I would love to connect with you personally. Like you can knowledge the not mistake you don't say, I'm sorry. Don't say, unfortunately, you didn't do anything wrong. Right. So you're not going to acknowledge any mistake or say, oh my gosh, that is so great to know. I will remember that you love to reach out to personally and I will keep track of that. And I'm so glad that we're connected in that way. So thank you so much for responding. Right? We don't have to slap the wound is what we call it in our business as like, that person knows they weren't jerky to you or whatever. It's like, I'm so sorry. Like that is not the approach we take. Right? Cause that's just going to make the error I put in quotes deeper and also want to be clear like messaging.

[\(28:01\)](#):

Isn't the only part of what I would talk about in coaching. Right? So also coaching is like the way that you're relating to yourself. One of the things we talked about summer I, before we get on here is there's this thing that happens where you

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feel better about yourself. And so you make better decisions. And so when you're on these coaching calls, these group coaching calls where you're witnessing other people, you're going, oh, I'm not working on what Kelly's working on right now. But two months from now I might be, I already have that knowledge. And so it's kind of like, uh, your learning kind of becomes accelerated because you've already got a plan for when that's going to happen for you or, oh my gosh. I didn't even think about doing that for my own grade. That's such a great idea. Let me pull some of that and to see how it can make that my own. And I think that's a huge part of what people do inside of AOS inside of factor operating system is see that witnessing, right?

[\(28:45\):](#)

Yes. Like by osmosis, yourselves, understand, you don't even need to take notes because you were there.

[\(28:52\):](#)

Yeah. What also live is like you and I both know that the work happens not during a coaching during the coaching things get moved around inside your brain. And then the actor goes off and has to do whatever accountability they've come up with. Right. And so in that moment, that's when I want the voices of, oh yeah. Kelly from group asked this question and Brian gave her this advice and oh, I heard what she said to Amanda. And, and it's all coming into these, the opposite of the itty bitty committee is there to say, here's the wind beneath your wings to follow through on this task that you said you were going to do. And then if you got stuck, you know, I'm seeing you in two weeks anyway, we can hash it again. Refresh it again lately. I don't know if you've noticed this, but we've had a lot of conversations about representation, like a lot.

[\(29:32\):](#)

And I think that's part of the, our population or of the actors in our program have wraps right now. And so that's why we're having these conversations, which is a great thing, but representation. And I always say like, it's the, you know, all the Michigan's in your brain of like, what do they represent to you and what are they supposed to do for you? And like, how do we evaluate someone in a relationship where there is a real bottom line? Like there is a business element to it. And I just think that, you know, what we hold inside of the group is such a humanity for managers and agents and who they are and how do we also hold accountable in a way that allows us not to just be like, whatever happens, happens. And like, I'm just going to go meditate on it and it's going to solve the problem. Like there's the real world, we're on a planet right now, where there are black and white things that need to be happening. And so to me, an actor with a representation problem, I think often can feel very stuck and feel very, I don't know what to do.

[\(30:24\):](#)

I can ask my dad for like business advice on it. You know, he has going to have no idea. Right.

[\(30:31\):](#)

Right. My boyfriend will be like, so wait, they're not getting auditions. Why don't they just leave them? What, what do you mean? Like, he would be very like, what's the ROI on this? Why is there not, what are they working? What's it like? He's like very flat black and white. It's not quite that Philly more nuance than that. Right.

[\(30:44\):](#)

I just want to like kiss their. That feels,

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[\(30:48\)](#):

And then you don't like yourself. And then all of a sudden you set up a relationship where you're kissing their. And so one of the things I like about seeing an actor every two weeks is again like, okay, what happened this week? What's going on? Have you been the best client you could be? If so, now we get to take a look back and see how they're doing their job. And then there's this other thing of like, you have to admit, sometimes reps are at a level as well. There are doors that can open the doors they can open. And that conversation is really nuanced. So I think that's important to get coaching around that piece of it. Of course. Right.

[\(31:19\)](#):

We're also different. Like it's different in different markets. Each reps have tend to have different personalities, even if you've done it before, it could feel all new. Again, if you're suddenly with someone new or suddenly the manager when you only had an agent before.

[\(31:34\)](#):

No, I love what you just said because I'm just thinking about one of our other clients pretends to ask a lot of questions. And you said, even if you've done it before, it tends to feel new again, like it is a whole new relationship, right? It is a whole new, like, even if you feel like, you know, the ins and outs of the business, you're dealing with a human being, who's trying to do their job and are they doing it the way you need it? Like, how's it all working then? All that is to say is, I guess, summer. And I believe in coaching, I guess is the bottom line of over. We're kind of trying to say here though. But I think that the bigger thing about this is we believe in actors, we believe in the impact they can make. And we want to acknowledge that there's a day to dayness to our business.

[\(32:09\)](#):

That isn't like a nine to five, which I think we get on the, like on your calendar. It's not a 95. We get that piece of it. But there's also not a nine to five of like on Mondays, we do this. And on Tuesdays we do this and I went right. And there are some pieces that should be consistent, like putting yourself out there, which we've talked about, but there's the wildly inconsistent of my agents are great this month and they're not great this month. And that's where I think building the consistency around the things that you can and then having the emotional bandwidth and someone to bounce ideas off of. So that you're making clarity around those things that are, that are not consistent in a career that you can come with a plan. Right. And the only answer to getting to your career, isn't just like sending a newsletter.

[\(32:48\)](#):

It's all solved. Like that is not the answer to everyone's career. But if you're not sending something out in a consistent way, that's the first place to look like, quit running around, trying everything new Eva, Parone you need to be doing this. That's why I'm so excited about this workshop. So, you know, I quit plugging my own workshop, but they come off. Her only is like, I'm so excited about it because I know that it's going to give people the first step in the foundation to creating something where they get the right attention, get the right eyes on them instead of chasing more eyeballs. And that's what I think a lot of people end up doing in their business, in the benzos. Yeah. So I swallowed there. Did you hear me swell? I was like choking on my own, my own excitement. Anything else we didn't get to cover today? Somewhere that we wanted to talk about?

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[\(33:30\)](#):

Can I tell a little story? Yeah, go for it. I was out to dinner one night on my shoe. I was sitting with like the grip and the B cam operator. And I was telling them how everything's on tape now and just kind of having that conversation. Oh, there's pros and cons about it. We used to go into the room. Some people like that, you have creative control, which is great. But then, oh God, now I have this creative control. I better send a perfect egg, blah, blah, blah. That whole thing. And somehow we got on to like getting feedback and I was like, oh, well, your feedback is generally like, if you get a call back and they were just like shocked, they were like, your feedback is, if you get a call back, you don't hear anything. Other than that, I was like, oh yeah, it's not a big deal. It's just the way it is. You know, I've been doing it for 10 years, the label land. So I don't know. All that to say is sometimes I try to remind myself that, you know, it's a business, it's acting, there's lots of different businesses out there. It's not so special. It's not so unique. But like, actually it is.

[\(34:39\)](#):

I love it. I love it. I love it. I mean, I'm sure if you were talking to an accountant, they could find a way to relate to what you just said. I'm sure. But in the experience of that, yeah. You don't get feedback, right? You don't have anybody saying, Hey, you're doing a good job. Hey, you're doing the right thing. Right. And I think that the thing that I love about actors is that continual, oh, well I trust myself here. This is the thing I'm supposed to do. I trust myself that I'm putting myself out. And that's where I think like, we need that calisthenics of confidence of like some coach or someone around who was like saying, keep going, keep going. But the world should be shocked. Yeah. But the world should be shocked by the courage of actors summer. I think that is what you saw that the grip and the camera operator is like, holy cow, that is what you have to do as an actor.

[\(35:21\)](#):

And I think the world should be shocked by the courage and the willingness to put yourself out there and should see the value of that. I've always said that the book that I want to write is what actors can teach everyone else. And I think that that is you just encapsulated that so beautifully of the, all that someone can have in. Wow. You do that again. And again, that's what you put out there, which is very different. I can imagine than the grip. Like this sounds, sounds good. Or the lights sound good. I forget what a grip is. Right, right. And so I think that's just that captured, you know, you know what I love about actors? Well, summer, thanks for this idea. Getting on here and talking like this. I love that today. This is cool. I love that. If anybody has questions about anything we talked about today, you know where to find us.

[\(36:02\)](#):

If you want to see this conversation live on YouTube, you can head on over. Cause we always share this unedited version of this. So you can see us giggle. And to me, look in the cap to my Starbucks coffee, as we were talking here today. And if you want to join us to become offer, only for that foundational step in making that happen, it's become offer only.com. And there's a bunch of bonuses and stuff lined up inside of that. So I would love to help you do that. And part of why I think now is the perfect time to do this is we've got 20, 22 around the corner and resolutions, don't start on January one. And then you can start a resolution. Now, like I'm going to make 20, 22 the year that I stay in touch with my network or the year that I ignite my network, which is better than just staying in touch with them.

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[\(36:42\):](#)

Then this class is the perfect launching pad for that. And I've poured my heart and soul into it. And I like could not be more excited about it. And my dream is like, yes, will you audition again? Of course, should you be also be receiving offers from people 100% at the place where most of my listeners are, you've done enough work where you should 100% be getting people to just call and say, Hey, will you do this commercial with us? Or would you come in for this job? Like being offered an audition instead of you and your age reps being the only ones reaching out. And this is the first step. So thanks for listening to us, like kind of gush about what we love to talk about. And I think today I asked summer. Yeah. All right. Yeah. If you have questions, you know where to find us, you can always DME at Brian says that on Instagram or shoot me an email. Brian, a detector. All right. Have a beautiful week. I'll talk to y'all soon. Thank you so much. Bye bye.

[\(37:32\):](#)

Oh my goodness. Thank you so much for tuning into Brian breaks character. Look, I know you have a lot of podcasts to choose from and a lot of different ways you can spend the time in your day and that you have spent it with me, means the world to me. I pour my heart and soul into each of these episodes. So thank you so very much if you haven't already done. So please subscribe to the podcast on apple and that way you won't miss a single episode. And if you're feeling extra generous, go ahead and toss us a review. It means the world to me because it helps to boost the episode and gives me the chance to meet more creatives out there who are suffering and get them into action. And if you actually want to go a little deep on this episode or any of the episodes you've listened to, we post the video of us recording this episode to my YouTube channel.

[\(38:14\):](#)

It's uncut, it's unedited. It's a little more casual and a little more messy. So if you want to see those little spicy videos, head on over to my YouTube channel and know that every Wednesday I will be delivering a new episode to you and on Saturdays, the bonus episodes come up. We have a lot of great guests coming up and I cannot wait to share their brilliance with you. So thank you again. I am so grateful to be on this path with you to be on the planet with you at the same time and whatever you believe your function is, whatever purpose you are fulfilling on this day. And in this moment, I hope that you feel the resolute, peace of mind, joy celebration, and alignment that I hope that this podcast can provide to you. So if I've noted you along in your inspiration today, if it's pulling you a little bit closer to what you want to accomplish in the world, then I've done my job. If you know a friend or know an actor or creative who could use that kind of nudge, I hope you'll spread the word as well. Take good care of yourselves. I'll see you soon. Uh, wait. No, I won't see you, but you'll hear me soon. Okay. Be well.