



Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

FYI: Timestamps listed here are not correct, but know that all of the content from the interview is here.

Speaker 1 ([00:00:00](#)):

Hey, before you listen to today's episode, I have a big announcement. Now you've probably heard of make agents want you that's the masterclass that I've used that helps actors get agents and managers it's helped over 542 actors. You probably know that already, but the big news is I'm teaching it live for this audience for the first time in two years. And I wanted to make sure you got very own invitation. So I'm teaching it on Thursday, March 31st at 11:00 AM, Saturday, April 2nd, at 9:00 AM. And Monday, April 4th at 2:00 PM. Those three dates and those three dates only, and I'm teaching it live, which means not only are you gonna get all the juicy knowledge inside of that webinar, which again has helped 542 at find representation without a target list without flashy credits, without a real, and without trying to chase down agents and rather flipping that on its head and allowing them to chase you.

Speaker 1 ([00:00:52](#)):

And because I'm teaching it live, I'm gonna leave plenty of time to answer your questions afterward. So if you've ever wanted to ask me a question about how to get a manager agent, when you learn this training and you're juicy, excited to implement it in your own career, I will be there right alongside you able to answer your questions so you can implement it on the very same day. So go to make agents want you.com and register for the live webinar live, live, live, and I can't wait to see you there. All right, let's jump into today's episode.

Speaker 1 ([00:01:23](#)):

I ask my actors to cast a really wide net. The philosophy behind that, my philosophy behind that is I don't want to control the hand of the universe, right? The universe has got much better intentions for me than I can ever have. So if I show up, if I stand out in a field and I let all star shine down on me, the sky is so much more beautiful than if I try to zero one on only eight stars and make all the rest black. I can let the, all the and whatever star, then they get to choose me out of that wider net. They get to look at what I've put into my email and say, oh, I like what she's got going on. I can choose her.

Speaker 1 ([00:02:07](#)):

Whether you're an actor, creator, butcher baker, or a 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 your own way and become so aligned with your spiritual purpose. That abundance in all its glorious forms finds you. Each episode will 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 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 Bri's character is your new favorite. Listen, if you're done suffering for your art in second guessing every step of your yellow brick,

Speaker 1 ([00:03:03](#)):

Hey there, Brian Breaks Character listener. So once in a while, I get asked to do these like conferences where I'm talking about acting stuff. And usually I'm asked to come in to talk about representation because, you know, I help actors get representation all the time, but in the conversation sometimes looks pretty similar. But most recently, well, actually not that recently, I'll just say last summer I had this conversation with Lola Rafa and she

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

is in the UK, actually, she's the creator of the helping actor. And she also created the breakthrough actor summit. Now, I don't know what kind of magic this woman weaved, but she got me to have a very different conversation around representation. What I want you to listen for? I mean, this conversation was just too juicy not to make into a podcast episode. Of course I got her permission first, but what I want you to listen for is not the how to get a manager agent.

Speaker 1 ([00:03:51](#)):

If you need that stuff, go watch the free masterclass. This is about the stance you have to take in order to attract in the yes and the nose so that you can have freedom of choice when you're choosing that perfect representation. So no matter the, the method by which you go about to reach out to managers and agents, what you need to hear in this is the stance I want you to take. So not only are you just getting any old random manager and agent, but getting one that truly sees the value and what you have to offer as an artist and one who loves the uniqueness of you. So I'm just so grateful to Lola first for having me on the summit. And then of course, for giving me permission to share this as a podcast episode. So listen for the takeaways around the mindset that is needed.

Speaker 1 ([00:04:35](#)):

And if you already have representation, don't stop listening to this episode because as part of what you'll hear in this is how you can find your own value in that relationship right now, because I know so often it can be tricky to have those conversations with your current representation when you're like, am I getting enough auditions? Is there something else I can be doing? You know, we tend to fall back on those. I would call them pretty lame questions. And we talk about the sophisticated questions to ask so that you can make sure you have that perfect match. And also, so you can ask yourself a new question about how you wanna show up in your career. All right, I'm going on enough here. I wanna get right into this. So again, this was an interview that I had on a summit. So the sound might sound a little different than what you're used to hearing over here, but it was just too juicy not to share. Let's go to it.

Speaker 2 ([00:05:25](#)):

I am so excited to have you on Brian. I think I say this about everyone, but I really am good. Me too. You are just gonna help actors really bust through this huge myth that, uh, they have when it comes to trying to find the right agent and you are literally the perfect person to do so. So let's get it going. So this is a topic that's really gonna bust the whole thing wide open because actors feel a sense of discomfort and shame when it comes to having and finding representation, finding an agent is a big sticking point, right. And finding the right one has the potential to actually elevate your career and take you to a different level. So will you just touch on the negative mindsets that actors, uh, have the perspectives that come up in this season of searching for actors?

Speaker 1 ([00:06:11](#)):

Yeah. And I love the way you describe it. The season of searching, because what I find is that actors usually find for us a kind of pattern or cycle of like, okay, I'm gonna get it up to reach out to agents and managers right now and okay. It didn't work. So I'm butt hurt about that. So I'm gonna give it a second. I'm gonna try to get it up again or I, or I just book something and now's the perfect time for me to reach out or it's right before pilot season or it's episodic, or we have all these things of like the right time to reach out. I think these are just myths that we've even inherited from actors past from, and I also think they're myths that we've inherited from,

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

sorry. We all grew up with parents or some form of parents. And we took on the, like our agent and manager has some kind of parental role to us or can validate us in the business.

Speaker 1 ([00:06:49](#)):

We give them a little extra power that we wouldn't give to maybe a casting director, because we understand that a casting director is casting a specific job. And so actors are very clear like, oh, I'm not right for the job. Even though we might feel this appointment, like I'm not right for the job. A manager agent is supposed to inherently believe in your talent. So when they are saying no, or I think worse yet when you hear silence, which is often what happens, it feels like someone is denying your talent altogether. And it's so painful. And not just like, so there's nothing wrong with anyone for having these feelings just so normal because to, in order to find representation, we have to put so much skin in the game. We have to say like, here's everything I've done so far. And do you think I've done enough? And do you think where I went to school is good enough and have I done enough for you to believe that you can help me get work? And this is probably very close to the conversation we're having in our head with ourselves. Often we suddenly have an object to put all that energy toward. And so agents and managers are not asking for all of this, but our psyche is kind of asking for a place to put those feelings. And so the agent manager becomes the so much bigger than what it truly is.

Speaker 2 ([00:07:55](#)):

What you've done is just broken down how it happens and why it happens. So it's okay, if that's how you're feeling, but I love the fact that you've made it clear that these emotions, what we inherently have. And when you find someone to dump them on that can make you feel better. You're like, Hey agent, you know, like me love me, help me.

Speaker 1 ([00:08:12](#)):

Or it gives you some, or I think it also gives you like some modicum of reaching out to representation as vulnerable. And I have a little bit control because I know who that person is to me. Right? I've made them into someone that I understand. And the truth is, and this is the truth of who you are as a human being, whether you are an actor or not, is they're a human being, you know, nothing about them. The stories you make up in your head are all a bunch of stories. They have nothing to do with who that person is. And so what happens is we actually don't give managers and agents often the dignity of being a human being, we kind of steal that away from them. We yank that from them and make them into a transaction. And that's not who anybody wants to be.

Speaker 1 ([00:08:47](#)):

No actor is doing this cuz I really just want like, no, one's trying to make them into a cash register or, or a machine. We kind of can do that because this is such a slippery slope. And then what pains me is that, you know, you'll meet an actor who, you know, is fabulously talented and you know, could be out there auditioning with the best, most incredible jobs and could be booking and all the things. And they don't have representation. And they've tried a few times and it, I just think that often leads a scar of some side or they heard from one agent and it left a scar or one agent said, reach out to me in a few months. And all their hopes are pinned on that in a few months agent. And to me that is, you were born to act you, that is your purpose in this lifetime.

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

Speaker 1 ([00:09:25](#)):

And so by kind of focusing your whole journey onto that one person, you're losing the scope of the rest of why acting is important to you. And that's why people are, was like, what's your, why? What used to get, get in touch with your why? I think that's great getting in touch with your why, but I also think we need to be careful of, rather than picking that up. Like some people will say like, well just let it go. And I would say, great, letting it go is one skill. What if we don't pick it up in the first place? What if we don't pick up? If the manager agent is the answer to all the, so like, like if we're gonna try to get better in our self awareness, it's around not picking it up rather than letting it go.

Speaker 2 ([00:09:59](#)):

How about you just don't pick it up. I love that. That's so powerful. So in line with, don't pick it up, like, what are the other ways this can overcome this inherent what you talked about, this idea of feeling like all of their hopes and their dreams are pinned on it and the scarring element of it. What would you give as a really quick tip can do to unpack that

Speaker 1 ([00:10:17](#)):

I might come at this from a different angle and you'll tell me if I answer the question or not. Okay. So one of the things that I think about when you say that is be grateful for a no, like I love an actor getting a no from a manager agent or a not right now because it lets the actor be free from trying to continually knock on that door. And then it gets to say, oh, okay, well all the people who have been silent or not said yes yet, are the people I'm going to focus on and thank goodness for this. No. And I would be super generous and thankful to the person who says that to you. I cannot tell you the number of actors who I have had get meetings after getting a no, because they say to the person, thank you so much for getting back to me.

Speaker 1 ([00:10:57](#)):

It's sometimes you don't even hear back from people when we're reaching out in a situation like this. And so it helps me stick with my path and know where to go next. Just from getting an answer from you. And this is a small business and I'm sure our paths will cross one day take good care until then. Like that is the kind of gratitude that I want you to not just know how to write. I'm sure that great. Write down what I wrote and say that in me know, but not just right, but I want you to feel that I want you to feel thank God that fucking Carol told me that I am not the client for her because I don't wanna end up with Carol. Who's kind of mediocre on me anyway. I, and I actually believe if you don't get no's, when you reach out to managers and agents, then you did something wrong.

Speaker 1 ([00:11:36](#)):

Someone needs to say, no, someone needs to say, I don't like how you reached out to me. Like you should have done it this way, because if you're not cutting a sharp enough shape in the room, you're just gray. You're just black and white. It's like, we need it to feel like the red dress is walking into the room. Like, oh, all I right? So, and for you to cut that red dress shape, you have to be willing to like put some skin in the game to not make it just like generic actor, email, or generic reach out, right. You have to really put yourself into it. And that is why this is the most bizarre thing everyone's gonna hear today. Probably I think that the most inherently necessary thing when reaching out to managers and agents is self-care got it because each email, each reach out each response carries with it.

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

Speaker 1 ([00:12:20](#)):

A promise from your heart that is connected to your purpose around being able to have the bigger impact you were meant to have in this lifetime. Because we all know managers and agents are gonna have access to auditions. You're never gonna be able to get on your own. I, and what we also know is those are the auditions you want because you know, a bigger stage or a bigger screen or more screen, that's gonna make more impact. And so we have to be so mindful that like, okay, I'm gonna get it up and I'm gonna reach out to agents and da, da, da, and then you get a meeting and you're like, who am I again? Okay. Going to this meeting, like you've already depleted yourself. And so, so much of what I focus on during this process is how we lean into taking care of ourselves during it.

Speaker 1 ([00:12:56](#)):

Cause the last thing we want is you're getting like 12 meetings and then being a, a dip. Because what happens is when we have B have that pressure on ourselves and we're in a meeting, we've all done this before guilty, you're in a meeting and you're just like, I'm kind of on autopilot. I'm kind of listening to them. I'm kind of a little bit worried about what I'm gonna say next more than I'm listening to them. Okay. I think I'm doing okay. Yeah. I think I'm doing it. That was a good answer. Oh, that I'm good. Just now that was not the right thing to say. Then then you leave the meeting and you call your mom or you call your best friend and they say, how'd the meeting go. And you go, I'm not sure. I don't know. I think it went okay.

Speaker 1 ([00:13:25](#)):

You have no idea because you were so plugged into yourself, you didn't experience the human being across from you. And so now you are more likely to make a decision about who you sign with because the only thing you were listening to was the tape in your head instead of how is this person showing up to me? Do I like the way I feel when I'm around them? Could I call this person when I'm suddenly on set? And they said, we need you to take your top off for the next shot. And that's not something we talked about before. Those are the feelings I want you to check in with during the meeting. And one of the ways that I say to free yourself up from this, one of things that I think is so important is when you go to a meeting, write this down in your heart, use this for dating.

Speaker 1 ([00:14:00](#)):

If you're single and you're looking for a mingle, it is during the meeting, during the date. I don't want anyone to confuse that like managers and agents that ever have a romantic element to it. But I'm just saying it is a very similar energy that I'm talking about, which is when you go to a meeting already be a yes. What I mean by that is already be there with the mindset of I'm gonna work with this person. Don't bring the question into the room for yourself. So instead of it being an initial meeting, it's like your second meeting, you're talking about your career, you're talking about what's next. You're talking about making sure they get to know you better. You're not asking the question. Should I work with them? You will not become less intelligent because you leave this question in your car or on the subway, you will become more intelligent because all the other parts of you will be lit up and able to receive.

Speaker 1 ([00:14:45](#)):

When you leave that meeting, then you ask the question. Yeah. But while you're there, I can't wait to work for this person. This is gonna be great. And you will just be cuz then what hap, this is the real reason why that

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

person, whether they can acknowledge it consciously or not, will begin to show up differently in that meeting with you. And you'll get to see who is this real person? What do I feel like now? I wanna be really clear. I am a Reverend in a non-denominational. I very much believe in spirituality. So oftentimes I'm driven to the more compassionate representation out there. You do not have to want a friend who is your agent or manager. I don't wanna make that. That has to be the story. You might want someone. I just want them to get me a lot of auditions and feel like they fight for me and that they, they care about fighting for me.

Speaker 1 ([00:15:25](#)):

Great. That is still a human being who has to care about fighting for you, even if they're a shark. So I just wanna make sure that doesn't mean we all have to feel like every relationship is skipping through the fields and having brunch, having mimosa every Sunday with your manager and agent. That's not what I'm saying. You can have that if you want. But I'm saying that we, our humanity needs to be in the room and we leave our humanity out of the room. And we bring the question. I don't think I answered your question though. Like you really

Speaker 2 ([00:15:47](#)):

Did because that mindset of which is a limiting belief, really the, the mindset to am. I good enough that validation piece, that, that we're pinning on other people. What you've done is say, once you number one, care about yourself, focus on, on that self care part. And also if you do get to an audition, I mean a meeting, a place with a meeting. If you take that sort of desperation for validation out of it and come in with a presumption that it's already done, you show up with different energy and you come in feeling more confident and you can put your best foot forward. So all of that ties in. So that's, that was a perfect way to really break down what, how you can start to break through those negative mindsets that you might have on looking for representation. So that was great. Amazing.

Speaker 1 ([00:16:29](#)):

Can I jump into one thing you said that I think is so important that I wanna under, as you said, it is, it does give you a sense of confidence. And what I wanna want everyone to hear is it's not a puffed up inauthentic confidence to do this. And that's what I think everyone hates about themselves. Like you hate yourself when you're doing that. Yeah. Like everyone hates themselves. I'm like, I'm acting too cool for school. This is not really who I am. We don't like ourselves. And we're like that this isn't about puffing your stuff up. This is actually relaxing into knowing that a creative, resourceful, worthy and whole in the meeting. And just by leaving the question out of the room, it allows you to do that and to be present for them because we also don't wanna be delusional. And like I'm the bees MES my career is perfect. Everything is wonderful because the problem with that version of you, you don't need an agent. Like the agent's like, I don't know why we're having this meeting cuz you are, do like, there's no room for me. Yeah.

Speaker 2 ([00:17:15](#)):

What you spoke about, which I think puts the statement that you've just made into action is the fact that you said authenticity, like what you move with and what you champion is being authentic. Right. But you are asking to future pace. You're asking to imagine yourself in this position without the pressure of, do you want the, do I want you take that away from it and communicate as if you've made that decision already? So that's more of a, a vision as opposed to a act of, I have it all and I need you not.

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

Speaker 1 ([00:17:44](#)):

And the thing that I think you also have to bring into the room is if you're really being authentic and you're leaving the question outta the room, it will give you the space to say something like, well, looking at my resume, you'll see that I have no TV credits. And part of the reason why I think it's so great that we're meeting today is because I haven't been able to get in any of the television casting directors rooms on my own. Now I've done workshops and stuff with Celine Dion and Stevie Nick, and do a Lippa. I haven't had auditions for them. And that's kind of why I was reaching out to you in the first place. So different, right? Because what we usually, when I don't look at my resume, don't notice that I don't have TV credits, please. Let's not talk about it. Like that's the game we're playing inside.

Speaker 2 ([00:18:21](#)):

And it's today power that is such a powerful stance to have, like, this is where my deficits are. And that is why I need your help as the pro to help me get there. It's a team that is speaking. Like you are a team. I love that.

Speaker 1 ([00:18:34](#)):

Exactly. And what I sometimes and Lola, this is the sneaky part because most actors know like you gotta kind of know your brand or you need to know your type. Like we kind of know, we know that homework, that homework is like, that's like kindergarten to me because the MFA degree of knowing yourself and your business is knowing where the agent is going to help you first you in being able to articulate that and that that's the agent go, can I do that for that person?

Speaker 2 ([00:18:57](#)):

Oh, that's so good.

Speaker 1 ([00:18:59](#)):

Cause they need to ask that question. If they don't ask that question, then they're gonna say yes to you for the wrong reason. Like you need to make sure that they hear like looking at my resume. We get a little generalized when we want to feel safe. So we're just like, well, now that you see my resume, don't you wanna just get me on issue.

Speaker 2 ([00:19:14](#)):

But what you've just said is the best thing. I think I've heard all my life, because what you are saying is you're giving somebody a clear path to what success looks like for you. If you can come in the room and be like, this is where I wanna go. This is where I am now. I see you as the bridge between here and there can do that. That's completely different because if someone is like, yes, I can. Aren't you paired with the perfect person.

Speaker 1 ([00:19:36](#)):

I'm gonna add a little, cuz you kind of broke it down into a beautiful formula here. I'm gonna add a little piece of it too, which is you kind of have to bring some humility to it as well. So what I mean by that is so you saw my resume. I don't have TV credits. That's what I really want right now. So I'm doing workshops. So some people know me, but I'm not able to get into the audition rooms. So my suspicion of why we would be great together is because I would like to get into some of those rooms. But you might have another idea when you're looking at my resume. What, what might be next for me instead? Maybe you saw something different. There I'd be totally,

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

I'd love to hear that it allows them to do their job. Cause we don't wanna say, let me tell you what your job is. We wanna say, here's what I, I think we might do.

Speaker 2 ([00:20:13](#)):

I just wanna round applause that because is anybody I know that nobody watching is doing this. Like nobody's coming into that audition room because to be honest, I think if we underscore it, that takes a lot of confidence, not cockiness, but confidence. It takes confidence. Be able to see what your career looks like and not be ashamed of it, to actually speak about it and ask for the help. That takes a lot of confidence for, to ask for help. It's vulnerability. Just like you said before in a humble way, come to a teammate and be like, I need your assistant. Can you do this for me? Oh my God. It's

Speaker 1 ([00:20:46](#)):

So good. Lola, what you just said, I think is the magic. I wanna make sure everyone hears no one is doing this. So when you do this, no matter if you had zero credits on your resume, you look like a freaking baller because you are an actor who isn't afraid to talk about their career. And that is something that managers and agents you must realize. Remember, we started this talking about the mindset that most sector are walking to the meetings. So let's just make it generalized rule. Like eight outta 10 meetings are looking like the person looking for validation. If you can just turn this one piece of it for yourself, you are going to just land more authentically. And I wanna just keep coming back to this. Just you guys know the squawking tactal in the background are the wild peacocks that live in Pasadena. So it's more beautiful than you think, but the sound is horrible. So the trick of this is, is not performative. Like we said, it's about authenticity

Speaker 2 ([00:21:33](#)):

That blew my mind. I mean, we've gone for how to, uh, push past negativity and walk into a more positive state of mind. But Brian is literally laid down the path for that success path, like when you are in the room. So that was just incredible. Thank you for that, Brian. Okay. So you've helped many actors get, you know, find great representation. What do you think are the key ingredients you can underscore that really lead to results?

Speaker 1 ([00:21:58](#)):

So obviously taking that meeting and the way we've kind of described, which is that knowingness of yourself, right? The first piece, and this is the piece that surprises actors and some actors don't wanna do it. And so this is a bit of a challenge. I think it is important to take a radical and fiercely honest look at who you have been thus far in your career that has brought you to the moment when you think you are the most ready for representation, which is when you're raising your hand and saying, Hey, I want representation. What that means to me is a radical and fierce and fiercely honest to look at who you have been in your career up until the moment that you start looking for representation. Now let me explain why, and I'm not trying to just put on rose colored glasses here. But if we, as a collective can believe that the universe, God, Buddha, Oprah, whatever you believe is consciously conspiring in your favor all the time.

Speaker 1 ([00:22:50](#)):

If you say that phrase things happen for a reason that is like diet Coke version of this kind of spirituality. Like that's what this is that things are lining up the way they are meant to. Then we have to also believe that you haven't had great representation up until this moment for a good reason. For some reason that we don't know that we don't have to get to the heart of that reason. We don't have to find that piece that, but what we do need

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

to be able to find is who have I been in my career where I've really showed up for my calling, where I've really said yes to acting. And where are the places where I might have been hurt, bruised, or took something in a way that it wasn't intended that left a mark. So, you know, you worked with a director who said, you know, you're always gonna play of funny ladies.

Speaker 1 ([00:23:30](#)):

And you're like, so I'm always gonna play funny. And you're like, oh, I guess I can't say yes to my dramatic side. Or you didn't get that part in high school. And yes, this can go back as far as high school or grade school. And it told you something about yourself that you committed as truth. And this is like, wait, wait, wait, we're talking about representation. Yes. When you take this stock of yourself, when you get to that meeting, that confidence that we're talking about is not fabricated because you are owning the receipts of who you've been up until this moment in your career. You're not afraid right. To talk about it. That's part one. Right? And we're going outta order. So part three is that meeting part one is that fierce taking stock of who you are. And then the middle, the messy middle let's call it.

Speaker 1 ([00:24:09](#)):

That right now is where like we write the email, we create the follow up. We create a database. That's all that piece of in there. That's when you're doing the do of reaching out. And to me, I believe that email is a great place to reach out to managers and agents. I've had it work all around the world. So if you are somewhere and just siding this Yahoo, Brian in California might as well be sucking on crystals, the way he's talking. Listen to me, this has worked in Germany and in France and in England. So I just wanna make sure that we in, in Canada. So just wanna make sure no one's in Argentina. So just like, don't write a story here that this won't work for you. I'm just gonna put a tiny lesson right here, Lola, which is a lot of times we suffer from terminal uniqueness.

Speaker 1 ([00:24:47](#)):

I am so different from everyone else. What works for other people won't work for me. And terminal uniqueness is insidious form of playing the victim. And it's so sneaky. It is so sneaky because I want to hold you and say, oh, that sucks. That that happened that way. And at the same time, I need to say, and we can get back up because this is what happens in the business like this. Isn't only about you right now. This is kind of, the businesses can be tough at times. Like, so we have to like, you are so courageous for going out there and doing that. And I just wanna make sure, you know, isn't because there's something wrong with you. There's nothing wrong with you. You are perfect. So we have to be careful that getting in the way of saying what Bryan's talking about, the it won't work for me.

Speaker 1 ([00:25:27](#)):

So in the middle phases you're writing, I believe you should start with some kind of really, this is like a eight week course that I teach. So I'm gonna give you guys like the cliff notes version. Right? All right. I don't want you to feel short changed. I just would not be able to do a good job of teaching at all right. Now. Let me just explain. Right? So I believe starting off with a very vulnerable email, authentic, vulnerable email, and then following on up like a week later, and then following up like a week later after that, now what I know is many actors will lose steam after that first vulnerable email. And the reason why is I just put my heart and soul into that email? How can I ever send a second email? They must not have read it for a reason or whatever.

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

Speaker 1 ([00:26:02](#)):

They didn't like me. And I cannot tell you the number of times. So, and I will say that seasonally, but not predictably. I see that managers and agents are responding to the first email all the time, or they're suddenly responding to the third email. And it's not like in the spring they do it this way in the summer. They do it that it's like, literally it'll be, I'll be talking with all of my clients like, Hey everybody, right now, it looks like managers and agents seem to be responding to the second email right now. So there's no way to predict this in the summer right now while we're recording this. So right now I can say that most of my clients are seeing it happen on the second or third email, right? Why? Because we've been locked up in pandemic. We all wanna go to the beach.

Speaker 1 ([00:26:37](#)):

So three emails that you kind of send out and the consistency of the follow up has got to be something that you create for yourself. Because I think the magic is in the follow up. And remember during the process of following up, here's why it's so sneaky. You're gonna be getting people saying, no, you did this wrong. Ask me in two years. Yes. Great. Or talk to me later or maybe send me more stuff. It's like five different answers. Get you get no, yes. Tell me more. Or I like to call the no, no, not yet. Tell me more. Yes. Silence. And so we have to prepare ourselves for each of those answers, including silence. Like what is our response to silence? So I can say that inside of my program, people get like a 35% response rate, which is huge because you and I both know people have reached out and gotten zero sponsor.

Speaker 1 ([00:27:23](#)):

And I just love a no, I love getting a fricking no clarity. Just like you said, the other piece of all this, that is so important in my view, there are people who are not gonna agree with this. So get ready to be, hear something you might not like. I think target lists are B yes. I think target lists are wasting time. I think you're wasting your time with let target list. Stop doing it. Stop doing it. Stop doing it. Okay. That's the song we're gonna sing now. I don't know who the heck you think you are that you know enough about all the managers and agents in your city that you could possibly come up with the right ones. That would be a match for you. To me, this is like opening Tinder and picking eight random people before looking at their profiles because you haven't learned any or going on a date, you know, nothing about them.

Speaker 1 ([00:28:10](#)):

You're just randomly clicking without even reading their profile. Even. Yeah, you're saying I'm gonna pick these eight random people. Sure. Can you get a little bit of information from your friend? Can you go down a black hole on IMDB? Sure. Could you find out that someone in your acting class has one of those ages who's working for them. Great. And then you can put together this bizarre, delicate Glassman, ASEE of eight agents or 12 agents that you think might be the perfect people for you. And you're gonna get it up. Really try to get it up for those 12 agents. And you're gonna do this whole thing. And nothing came through for 12 agents and you're gonna take four more months off and then try to do it again for 12 agents. So over the course of a year, maybe you've hit 48 agents altogether.

Speaker 1 ([00:28:48](#)):

I ask my actors to cast a really wide net. The philosophy behind that, my philosophy behind that is I don't want to control the hand of the universe, right? The universe has got much better intentions for me than I can ever have. So if I show up, if I stand out in a field and I let all the stars shine down on me, the sky is so much more

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

beautiful than if I try to zero one on only eight stars and make all the rest black. I can let the, all the and whatever star get. Then they get to choose me out of that wider net. They get to look at what I've put into my email and say, oh, I like what she's got going on, I can show is her. And there will be managers and agents that say, this is the wrong way to do it.

Speaker 1 ([00:29:29](#)):

Great. I love getting someone telling me it's the wrong way. My response to managers and agents is always, when you guys are ready to take out a full page ad in the New York times and say that we are consistently wanting actors to send us emails in this exact way, then we will do it until then. We're gonna do it the way that we know work. So there's, I get a little protective of my people in that way. So I really believe in casting a wide net. And I will tell you, I wonder if I could say this is true for every actor. I don't feel comfortable saying that, cuz I wanted to have integrity around my work, but of the 542 and counting actors that on representation, I can strongly say that a majority of them have landed with managers and agents that would never have ended up on their target list. And this isn't to say, they went like with some agent, that's not what's happening. Because like I said, they've gone to these meetings with a lot of wherewith all and I give them like a plan to mathematically figure out if that agent's doing a good out by looking IMDB and stuff. So they're not ending with crap people they're ending with great people that never would've been on a target list in a million years.

Speaker 2 ([00:30:28](#)):

That's pretty powerful to unpack the idea of the process that you're using to maybe hone in on which agents might be the problem. So that's really, really great. I think you've already touched on this really, because I mentioned that I think there are three stages of, of agent acquisition, right? Which you've kind of, you know, blown through there. So the research stage is when someone's looking for who could possibly be, that's what you've just touched on now, the pitching stage, which is the email and actually reaching out and having all of the stuff, which you've touched on as well, the right way to do that. And then the last stage is the meeting, which is in the room, which you've also touched on. So

Speaker 1 ([00:31:02](#)):

Wait, I wanna just grab back cuz you said this, the research part is about them, but it's also about you. Let me look back at my career and see what things have not happened that I would like to have happened. And where did I get in the way? So make sure that research is not just them. It's I think it's actually deeper into you in some way.

Speaker 2 ([00:31:17](#)):

That's so powerful because in knowing what is happening here, you can really well like more properly align with what you're looking for. So that's a really great way to do that. So, so good. Yeah. I brush through it just so I can get it back to you and say, what would you say actors struggle with most within that? Because I know you are how you teach and what you teach covers the full breadth of that process. But what would you say if you were to, you know, see 10 actors right now and pick out what you think the sticking point is in this process, what would you think it

Speaker 1 ([00:31:47](#)):

Is? There's two that come up, I'm gonna kind of take them in chronological order. Okay. The first one is looking at your story and capturing where you really showed up for yourself and where you didn't. It can become

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

seductive to become fascinated by yourself and get stuck there. Right. And really start to dredge up stuff. And my family thought this and to just get, I'm not saying you shouldn't go deep in this process, but it can become a little bit like we're not writing a one woman show here we're on our way to getting representation. So we have to kind of keep our, the container of representation in mind so that it doesn't become, I now need to go to therapy five times cuz I'm looking at myself right now. I'm not saying therapy's bad. I love therapy. But I'm saying like, we need to be able to look at it from a position of, let me just find out what pieces of the story would be necessary for a manager or agent to understand and believe me writing these kinds of emails can sometimes make you sound delusional without help. But I'm just wanting to make sure I kind of nail for you. Like this is where people can get stuck.

Speaker 2 ([00:32:43](#)):

And this is in the pitching when they actually start to create the material to send out is where you find,

Speaker 1 ([00:32:48](#)):

You know what, it's kind of on the line between research and pitching it's right in that. Like, because it's like, I've done my research and I'm beginning like this is where things can get tricky. And because a lot we don't wanna come across as my dog died and I became an actor and now I'm happy. Like that's not a vulnerable, right? So it's trite. First of all, it's trite. It sounds trite. And also like I'm a manager agent, do I care that your dog died? Right? Like how am I supposed to get engaged with that? Now that being said, I've had people get very vulnerable in their emails, speaking about loss in their family or speaking about having to move a cross country to take care of someone who was sick or something. And it actually resonates worked, but it doesn't. Yeah, it resonates. But the reason it resonates is not because we're just gratuitously sharing this. Isn't your best friend. You've never met this person. It's because you've given it a context for how it relates to your acting career in some. And all of those people ended up with great agents and managers and all of those people got managers or agents who said back to them, why are you telling me this? You're doing this wrong. So I just wanna make sure we are kind of buckling ourselves up for if we do this, right? Someone's gonna tell you, you did it wrong. You have to just be willing to be seen.

Speaker 2 ([00:33:52](#)):

If you're strong enough, if your, your red dress is striking, some people are gonna hate it. And some people are gonna love it. It's gonna attract some people and it's gonna repel some people. What you're saying is you need everyone to stand up to a place where you either attract or repel and not be in the lucid middle where nobody quite knows what they

Speaker 1 ([00:34:08](#)):

Think. And then isn't of course, and I guess we're not saying this to be like gratuitous or explicit. Like let me get the ones who like me, like we're not doing that. That's not bad either. Right? No. So the other place I see people get stuck. It's a little slippery. There's kind of some tech. So that can set like sending emails on certain dates and using a database. And that kinda sometimes get some people I always just say, just go slow and that can make things a little easier or find one accountability partner where you can talk it through before you click send. So that one's kind of like a little bit of a sticking, the big sticking point that I see, which is like an abundance problem is making a decision. Wow. And you've got multiple offers. So my clients often will get multi, I've had a client get 15 offers and you can imagine like, oh my God, that's amazing.

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

Speaker 1 ([00:34:50](#)):

But then can you actually imagine being at home and knowing you have to say no to 14 people and yes, to one that is a real tricky spot. Right? And so in the program, I give you like a way to break it down, to see who you wanna be with them. But just kind of briefly, one of the things that I think is so necessary is if that's why I put so much weight on those meetings needing to be that you can be who you are, because I promise you the certain lady when she was choosing between the 15 people and by the way, there's nothing special, unique or crazy wild about this person. Okay. She is just a person who followed the steps. I wanna make sure we don't write stories. Like she must have had an MFA and she did this and like cool, your jets people.

Speaker 1 ([00:35:30](#)):

So she knew as she was going to meetings. Oh, it's probably not that one. Right? But that one is a, maybe this one's probably a no. So it wasn't like she sat down and was like, okay, now let me consider all 15. And it was because she had gone through this process of really making sure she showed up to each one of the meetings. She said multiple times I went to every single meeting I got and I went to every single meeting with, and assuming that I would work with that person, she said, I had to remind myself every, you know, so just imagine she she's had five meetings in a day, one day, I was like, what's also incredible. Is like, you can imagine, like now when we're slowly kind of getting back in the world, people might not be able to do that.

Speaker 1 ([00:36:04](#)):

Cuz they'd be going in real life to meetings. But at the time, like it was Jasu she's like I put on the outfit, it was just good. Cuz I was just going one to the next. It started blend together a little bit, but tried to make sure I, she was because it also helped her that they were blending together cuz she goes, so I really focused the other person. So I could remember what it was like to be with them because I was going not the other person. So those are some of the places, the, the making decisions and then the capturing yourself into the email. That

Speaker 2 ([00:36:26](#)):

Is so good. But because both of them have a commonality, which is you have to really know yourself. Number one and be really clear about what you need. Because as you said, if you're writing an email, there needs to be a clear point to what you're looking for. And if you are wanting to hone in on the right rep, you wanna be clear about what that rep can do for you and how the partnership can work. So that's so powerful that you've been able to identify that. Cause I know so many actors now hearing that would be like, where do I see? Well, they probably have to do the work to unpack. Yeah. Part of that process is a sticking point for that. But you've given them a really clear idea of what that can look

Speaker 1 ([00:37:01](#)):

Like. Well, look, you just said something and I wanna grab it if I can real quick. What is that? The actor you were before you started watching this is the actor who would have told a manager agent here's exactly what's going on with me right now. What a manager agent needs to believe in is the, the fantasy of your future. So through I out this journey, what we are selling someone on isn't the receipts of what you've done in your life, but how those receipts will do things for your future. So how our credits are

Speaker 2 ([00:37:30](#)):

My mind,

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

Speaker 1 ([00:37:32](#)):

We're using all of this to tell them what is my future gonna look like? Not where I've been, because that's like, that is to me the most transactional you can and possibly be, tell me that I have enough credits to be on your roster. Tell me that I can fit on your roster. Tell me that you don't have another young lady who looks like me tell like that's so transactional. And so like 1998 once their actor's back. So come over with me in 2021. When the world has woken up to some things I think, and gonna be really sell is a horrible word. But yes, let them buy into your future what you can do together. And the, the reason why I love this too, is hello. The person who can't see it, please don't ask me to have a meeting with you. Cause if you don't see what I'm seeing here, then we are not a match anyway. Perfect.

Speaker 2 ([00:38:17](#)):

I think really it's over. Like I need to close it, close up shop. Like we go home because I've never had anything so good in my whole life. You are literally saying, wow, every actor that came in here before, you know, 30 minutes ago were an actor who were selling what they have done and who they have been. What you are saying is switch it up and try and sell the future of who you wanna be, where you wanna be, where your career, where you want your career to get to. That is so good. There's a caveat. You need to know that yourself. You have to know it and believe it in order to sell it authentically. Just like you said, that word sell only becomes inauthentic when you don't believe what you're selling when you're like, yeah, I really wanted to be, you know, on the red carpet, my goal is to be this. And they're like, well, I'm not sure. Like, is that really your goal? Or is that someone's goal that, you know, that's passed on you. That's so good. Oh my God, Brian, that was golden. That was golden.

Speaker 1 ([00:39:14](#)):

I wanna everyone kind of a story that I think will help them a little bit, which is this actress came to me and she was like, I dunno if I'm gonna do this anymore. She's getting a little bit of success and voiceover. And she was feeling like I keep reaching out. I'm not hearing anything. She's a super funny lady. And also is pretty, which sometimes those two things can be confusing to manage and agents like you be weird looking to be funny or something. Right. Which is not

Speaker 2 ([00:39:37](#)):

The truth. Right. Funny girl. Yeah, you did.

Speaker 1 ([00:39:39](#)):

So she's like, I think, I dunno if I'm gonna do this anymore. And she committed to saying, okay, I'm gonna own my story where I've shown up and where I haven't. So what was so CRA what not crazy? What was perfect. I would say about her email and the way that she reached out is we now took that thing, which felt like the thing that people didn't understand. And that was the centerpiece for how she reached out to people. People don't get that. I'm funny cuz sometimes I look like X, Y, Z 1, 2, 3, like we probably use some actresses that are pretty or something like that. Right? Like we really use that. So you might hear this in acting class where a teacher will say like, you know that one beat, you can't figure out, unlocks the entire scene. So when you feel, figure out that one, beat it all unlock the entire scene. I often think that one thing that's held you back in your career is the thing that might unlock this entire process. Now here's the one thing to be mindful of. Don't get too meta about this. Like representation is the one thing that's held me back. Like we can't talk about represe. Like it's a

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

little bit of like, no that's not working like no. So, so we have to find something else. And then also I wanna just kinda like, can I give you some like dos and don'ts for a second around this,

Speaker 2 ([00:40:43](#)):

Please throw my way

Speaker 1 ([00:40:45](#)):

Lola and I both care about how much you love acting and how passionate you are about it. Managers and agents do not now let me make that clearer. They care. But every actor in the freaky and world can say, they're passionate about being an actor. So while it feels vulnerable to you and it is, it looks generic on the outside. Cause no actor chooses acting because oh, I just thought I'd have a hobby. Like you are really passionate about it. Right? Right. So be mindful of your passion for acting, feeling vulnerable. Doesn't quite transact in the way that you actually wanting to have this buy in for the future. Cause every actor who reaches out can say, I am passionate about this. I'm committed. I'm professional. Yep. Every actor who sent an email already said that to me. So just be, that's like a don't that's one of the don'ts for you, right?

Speaker 1 ([00:41:30](#)):

Do call out why you haven't reached out to them sooner or what's been standing in the way. Um, I had this beautiful experience where this woman, she has twins and they're like four right now. And the first sentence of her email was two little people got in the way of me reaching out to you sooner, see photo below. I mean it helps that are twins are like the cutest people in the world. I mean there's PS and there's a photo of her with her twins. And then she talked about where she was before she took a break from the business. She got seven meetings I think. Wow. And she got commercial and theatrical. Wow. So willing a willingness to own those pieces of our story is so important that

Speaker 2 ([00:42:06](#)):

So

Speaker 1 ([00:42:07](#)):

Good. I think I've hit that on the head a little too hard. Maybe I've hit that too hard, but hopefully it,

Speaker 2 ([00:42:10](#)):

But it's so good because actually what you've done beyond just, you know, being able to take stock of it. Right. What you said is when you take stock and identify realistically, what's been holding me back. What's the sticking point. What's felt a bit uncomfortable. What have I heard people say over and over again? Let me use that. And that's different because what you're saying is you can gain power in that thing that you feel like is the deficit. You can twist it and be like, let me lead with that and see where that gets me. And I love that. So good.

Speaker 1 ([00:42:38](#)):

Yeah. And what it does is it makes you look so smart. It's kinda a trick in some ways, like when I looked at the resume, my question was the one that they answered in their emails

Speaker 2 ([00:42:48](#)):

And then all

Speaker 1 ([00:42:48](#)):

Of a sudden, right. That's what I wanna do.

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

Speaker 2 ([00:42:49](#)):

All of a sudden it's like, well then I'd have no reason to say no or I have all, okay, well then the next step you've literally healing away the onions of, of the nose, which is so good. You've given. Okay. I'm just gonna do a really quick recap cuz what's coming in my head right now is so good. Because what you said is when you are in the room, the if you take stock of actually your own career and maybe your own CV and see some of the things that you haven't done lead with that, be authentic and be like, I see I'm I can show you that I haven't had a lot of TV work and that's why I'm here. I can show you that. Yeah. People get a bit confused cause I'm pretty, but I'm also sporty. So like, if you are leading with the things that people are like, I don't get it. You are answering the questions already in their head and making it easy for them to move onto the next step, which is so good.

Speaker 1 ([00:43:34](#)):

And remember a doubting mind says no. So what I'm doing when I look at your resume is I'm finding the reasons not to meet with you. What I'm reading your emails, I'm finding the reasons I shouldn't meet with you. Right? And so what you're doing in your way that you reach out is you're filling in the blanks, re make, helping them to read between the lines of your resume. And this way you can have resume pride, which I think a lot of people like those are the things that I've been able to do. And then there's this other magical thing that I see people do so well. And I teach this inside of the program. So I'll give you kind of a taste of it, which is to own your, almost that you've had in your career. So I once had a client who went to be supporting role and a huge film.

Speaker 1 ([00:44:14](#)):

And I think like Harrison Ford or somebody was the other person in the film. Right? And like, you we're already like, wow. She had an audition for that. That's enough. That's it? She didn't book it. Who cares? Not on her resume. If you look at her resume, no one knows, but you can talk about Celine Dion called me indirectly to audition for Harrison Harrison. Ford's next film. Part of 20th century Fox's series the hitchhiker to play a lead role. Like as a manager agent, I go, my client didn't get that audition. So we have to be mindful that the email or the way the first is a place to let them know those things that are not happening on the red, the things you haven't booked yet, because it just is a way to let them get what they would do with you tomorrow in some ways that's right. Right. And it doesn't have to be Harrison Ford either. Give me a much less famous thing to be like, I get called in directly to go in for this TV show. That's enough. Like, oh, you're getting in for that office. That's a hard office to get into. Wow. Okay.

Speaker 2 ([00:45:06](#)):

That shows what the connections you might already have. So what, the only question that comes up for me there, because I think that's an incredible point and such a, you know, a string to your bow when actually communicating and creating communication emails. But the part that I would then go question mark is agents already believe people sort of embellish what they've done. Right? So you would have to then be authentic with that, like, right. That would be the, the caveat. Make sure it's a true thing because I'm sure

Speaker 1 ([00:45:34](#)):

A lot more. Yeah. Here's the one thing I'll say actors are usually falling on the side of too honest and discrediting themselves. Yes. So I worry about this very little more often than not. You'll say why don't think I

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

should put it on my resume cuz they cut my scene. Them cutting their scene is their. You got the job. You, you did the job. It goes on your resume. That is about their film. We're not marketing the film. We're marketing you. My part was really small. So I dunno if it should be, that is not your job to deal with the fact that your part was small. You did the job. It goes on your resume. The footage is no one's going to go by the way. No one's gonna go watch your. No one's gonna go watch the student films. You did five years ago and notice how big or small your role was. And now I'm not saying to lie on the about those things. But what I am saying is don't be afraid to say I played a strong-willed mother whose children were gonna be taken away by DTS or whatever. It's called DCS in this film, sisters, and which is exactly in the wheelhouse of the roles. I normally way that was a student film. No one cared. It was a student film. That's so good. No one cared. Right.

Speaker 2 ([00:46:39](#)):

What I'm hearing is it just helps agents and managers, whoever you are, right. To be able to also see where you can fit and where they can fit and help you. It's also

Speaker 1 ([00:46:46](#)):

Remember the email is, do I wanna meet this person? And is this person living up to who they say they are? Yes. What we tend to do is to like, be really generalized in the way we reach out. Yeah. I can't wait to reach my actor goals or. Like, like that's just like not interesting by using specifics, like the name of the casting director, the name of the production company, the name of the theater, the name of the director. Like I remember I was editing a woman's email yesterday and it says, I played along Emmy award nominee. I forget the person's name B B like whatever. And like, you might be like, well, why would you even bother to mention the Emmy award nominee? Because an Emmy award is cool and their nominee and that's cool. Like, and inherently is like, you're raising your stock by adding those specifics.

Speaker 1 ([00:47:30](#)):

And we might think like, well, I don't feel like I should add this. No, you're adding this spec. You're not lying at all. Think about the way that like packaging is written. They're like they use all the words to entice us. We wanna entice this person so that they just wanna meet with you. Everything's gonna come out in the wash in the meeting. You're gonna get very, they're gonna ask questions about the things they have questions about in the meeting. So again, don't lie. But also I think that one way of staying small and not being vulnerable is actually by not adding specifics. I love so add every possible specific you can.

Speaker 2 ([00:47:59](#)):

That is so good. And I can absolutely see that. Just being intriguing enough to get you the response. That's all you need to do. Like you take it one step at time, the email needs to get you the response and get you in the room. And then when you're in the room, the next things you kind of pile on. And I know, I know. And I know that, I know that you would be breaking that down to the letter for people in the course that you teach. So that isn't, you know, it's just so incredible to imagine that you've blown everything out the route. I'm sure there's all the questions have been clarified, but let me just think like, okay. So what is the, the most effective tool to get, you know, an agent's eyes on your material through email or social media? So what would be the thing that could get them? Just

Speaker 1 ([00:48:38](#)):

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

No, one's getting agent meetings in their DMS and if they are, they're getting it, cuz they're pretty not because they're talented, right? Or maybe there's one really well-meaning manager or agent out there who is doing it. I just feel like business is done. An email social media can certainly get you followers and attention and it can be a viable thing. If a manager or agent cares about it, plenty of them do not, but many of them do. And you can talk about that in your meeting, but if you're trying to do business, then do business

Speaker 2 ([00:49:03](#)):

And you've kind of broken down how to actually get your email from being generic, to being attracted because that's attractive enticing those words, they can scan it because agents are, are getting thousands I'm sure in a week or a month, right. And they're just doing a quick scan to identify, is it worth it? Can I respond, blah, blah, blah, blah. And you've given a, a good rundown of the things that we can do. Specificity being one of them, vulnerability being another and being concise with what you actually actually asking. So you've, you've talked about the things that we can actually do in the email itself to get the response, whatever that is even.

Speaker 1 ([00:49:37](#)):

And the one thing I just wanna say is, you know, this is like a three units inside of my course. So I really am giving like a taste of it today. So I wanna just be the only reason I'm saying that is if you decide to go do this on your own in some way, do not sound delusional is the trick. If you sound delusional, we are gonna write you off. Delusional can go both ways. Delusional can go. My career is perfect and amazing. Don't you wanna get on this train over here? And like, why do I need to get on the train? Your career is perfect and amazing. Delusional can also sound like my cat died. My grandma's sick. I had to go home and live in the basis with my family for the past six months, it could be two vulnerable, right? So we just have to make sure that our, this is where I think a coach or someone can help because this is where I want the authenticity. And then we just have to finesse that language so that it lands the right way. But I just wanna make sure I just say that so that nobody goes out there and goes too wrong, too much of the wrong direction,

Speaker 2 ([00:50:28](#)):

A hundred percent. And you spoke about it as well, having an accountability partner, even if you, you don't have the, the wherewith all to go and find how in that way, just have somebody else have a look and, and want saying what you don't wanna say or coming across in a different way. So that is so, so good. And you talked about the follow up, the sort of success comes with the follow up. So what is a good follow up strategy that you see working and to get through that idea of gatekeepers or, or no responses?

Speaker 1 ([00:50:56](#)):

Yeah. So I have a bit of an approach of if there's a gatekeeper, I can't be bothered. That's a little bit my like if I'm gonna have a place with like, I've got 1200 managers and agent it's in Los Angeles to reach out to, I've got four that have gatekeepers that are gonna be in the way I'm not gonna bother, like by, I got other people to talk to. And there's a reason there's a gatekeeper because probably the way I'm reaching out to isn't gonna work for you anyway. So I'm just gonna make the assumption that you don't want to hear from me if there's gonna be somebody in the door. So I just kind of am like, there's too many fish in the sea for me to worry about the ones that are nasty or not, not nasty, but hard to, hard to catch.

Speaker 1 ([00:51:29](#)):

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

So that's kind of my relationship to that. And when it comes to follow up, I always like to no one likes getting the email up. Did you see the email I sent you last week? No one likes getting that email. Cause you feel caught. You feel like you did something wrong, so you don't wanna say that. Yeah I did. Or like, I didn't respond. Right? You don't wanna say that. So you wanna say something so much more generalized or what I like to call a positive and generous assumption about someone's behavior. So it might look like, Hey, I wanted to bump this to the top of your inbox because I really would like to meet with you. And I realize, you know, maybe I didn't give you enough information in my last email. So here's another self tape or I'm not sure if you prefer, if we send a link to our profile. So I decide to include that now or some version of doing that kind of stretch. Does that make sense? So you're helpful. You are there to be helpful. You are not asking for anything. You're just there to be so helpful to make sure they have the information they need to make a decision.

Speaker 2 ([00:52:24](#)):

Yeah. That's very clear in how you speak and just to touch on the point on the gatekeepers. I think it speaks further to the point that you said that when you believe that everything happens for your good and that you've got as you use that analogy of the stars, when you're looking at all the stars, it just means that if it's one's harder, it's probably not for you. So you can focus your attention on the ones that are going to be easier and more fruit. Yeah. So I love that.

Speaker 1 ([00:52:49](#)):

But wanna say like what, I've some of my clients who are in the UK, I will just say specifically, there's like there could be multiple email addresses and one is like the info at agency. And one is the director or the person's name. You're like to which one do I send to and all this stuff. And I realize kind of the gymnastics we can do inside of our head around like, how do I send this out? I often just say, make it really explicit. Hey Steve, I wasn't sure if this is the right email address to use for you. So I'm reaching you here. If there's a different email address I should use, please let me know. I certainly don't wanna show up in the wrong inbox and then you write your message and then a person can say like, yeah, you reach the wrong per like you are acknowledging. Instead of like trying to sneak under the radar, you're saying, Hey, I'm not sure of the right way to do this because you don't have rules written everywhere on your website or whatever. So, and I really wanna meet with you. So I, I took a stab at maybe this is the right place to reach you. If it's not let me know. And I'll, I'll certainly send this to the right place. And you sound like an adult, someone

Speaker 2 ([00:53:44](#)):

Wants to meet and have a chat with, I love it. You've broken down so much in there and it's been so great to listen to, and also be a part of. So I was gonna ask, one thing that came to my mind is with actors and agents, there is so much there there's so much because it is a relationship that needs to be cultivated, right? It's a relationship that needs to be built. What would you say is the like one thing that you were, would, you would say to an actor who was in a place of disadvantage, you felt like I can't, I haven't have tried for so many years. It's not working for me. This is frustrating. What would you say to that person? And how would you help them see that it is a process that needs, It's a cycle of process that you need to touch on again and again,

Speaker 1 ([00:54:25](#)):

There is a manager and agent out there for you. And what we're gonna need to do is get really, really clear on who you are and what you've done so far in your career and what we see next as somewhere over the

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

rainbow, what's next for this person in a way that they can understand it. So let's start really slowly. And let's talk about some of the things where, you know, you really showed up for your career and it paid off. And I would just start with some very quiet wins and start there. And the other thing that I would say is, let us give ourselves the self love and self care that we need to start a process like this, acknowledging that we are in a human form on this planet, who has had parents, where we have inherited feelings around people who have status old, who are older than us, or we assume to be older than us in some energetic kind of way, or know more than we do.

Speaker 1 ([00:55:20](#)):

And that, that stuff is gonna come up. I'll just use my number one tool if I can't. So this is my number one tool. If you don't know what this is, this is called a tool. It is Japanese. They are outside of Shinto, shrines in Japan. And this is whenever you, if you've seen these probably at a restaurant, that's like appropriating Japanese culture. But so this arch is outside of a shrine and what it is there for this bright red orange, it's called Vermilion. One of my favorite words, wow. Is there to say, Hey, slow down before you qu cross this path because you are walking from the mundane to the sacred space over here. Awesome. So get yourself come correct. Before you come on this side of this thing. Right. And what I like to think about is if I'm reaching out to representation, I know it's gonna bring up all my stuff.

Speaker 1 ([00:56:06](#)):

All my stuff that is in year is gonna be brought up. So before I start going down the path of doing anything, I'm gonna take one second to just go, whew, I'm moving into sacred ground where I wanna treat myself with love and compassion. And so let me do this a little differently. Maybe I'm going to set a timer and do it for 30 minutes. Maybe I'm gonna shut down every single tab on my computer and take some notes in a notebook. Before I even begin to interact with technology, maybe I'm going to say I'm gonna light this candle. And for the 20 minutes, while that candle's burning, I'm working on this. So this might sound super woo woo. Or like what I is. If you run through this process, the end of it is not gonna feel as resolute and beautiful as the actors that I have worked with.

Speaker 1 ([00:56:50](#)):

Who've done it this way. Where, when they work with this manager agent, they're like, yes, I am here. And they're so smart. They can go. I've been with them for three months and I'm not sure yet. Cool. Let's talk about how we need to have a conversation to see how it's going. You don't end up with a, if you do it this way, it's not that you'll be so soft. You'll end up with a bad agent. You end up so fiercely smart and worthy. You are able to choose the right agent, allow them to choose you and to decide how that relationship wants to look. And to me, that comes from clarity of who you are. That's what I would offer.

Speaker 2 ([00:57:22](#)):

That is powerful. And that was so beautiful. I don't even think there's anything necessary to add to that. But, and I, I would say like what you've just said there about, I think everything you said and the way that you help your actors find representation is from a place of power. And when you start off with good communication, a clarity on what you want and a empowered sort of mind set the relationship you foster is only going to have that as a foundation. And that therefore what you said, you won't feel like you can't communicate. If, if your career is stirring to the left, but you want it to start to the right. You're always gonna feel like you have a place

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

at the table. You have a partner you can communicate with, and you have someone who's on your team. So that was so good. So God, so Brian, if I'm looking at this and I'm like, oh, I need help. I need you. What is the freebie that you have for at the actors today to really go deeper and learn some from you? Um, at least

Speaker 1 ([00:58:18](#)):

So I'll actually share that. I believe the actors deserve representation because I believe that the world will be a better place when all the actors are working. And this comes from a very inherent, I feel that in the bottom of my feet, when I say it, and it goes to the top of my head, so I created a free training. So good. Take that in please. Lola. So I created a free training and it is a real training. It is an introduction class to the course that I've been talking about. And of course in the free training, I'll give you the opportunity to decide if you wanna be in the course, but this training stands alone. You will walk away with, at this, with tons of action steps. So bring a notebook and it is www dot, make agents want you dot Woohoo.

Speaker 2 ([00:58:53](#)):

I love it.

Speaker 1 ([00:58:53](#)):

I love which I'm so proud of the URL. I'm so proud of the, and just so, so you know, just so you

Speaker 2 ([00:58:58](#)):

Understand, nice, sexy

Speaker 1 ([00:58:59](#)):

It's recorded training. So you can schedule when you're gonna watch it, or you can watch it immediately. It's make agents want you dot

Speaker 2 ([00:59:06](#)):

That's so good. Well, it's gonna be linked, uh, below, so that's not great.

Speaker 1 ([00:59:10](#)):

Perfect.

Speaker 2 ([00:59:10](#)):

How great, how fantastic. We all want to be draw falling at our feet, like a client with 15. What so good. This has been such a blessing to me today. This has been so fun. Thank you, Brian, for bright up so

Speaker 1 ([00:59:23](#)):

Much. Thank you so much for the opportunity. I hope that lots of new actors are kind of hearing this new thought and thinking about themselves and feeling really empowered. So I just really wanna appreciate you for bringing together all of us to have these kinds of conversations and wish you just so much luck with everything you're doing. I so glad that we're,

Speaker 2 ([00:59:39](#)):

But I, yes. Thank you, Brian. You have the best rest of the day and everybody jump into making agents want you now. Bye. Bye.

Speaker 1 ([00:59:53](#)):

Isn't. She incredible. Lola is a really wonderful person and I'm so glad she's out in the world, making things better for actors. You'll find in the of show notes, all of the ways to stay in touch with her and get your hands on

Ep. 66 - Overcome the Pick Me! Pick Me! Mindset with Brian & Guest Host Lola Rufai - Transcript

her really cool journal and notebook that she offers for actors. Now, if you just listen to that and you were at all inspired to get new agents to change the relationship with your current agents or to reach out for the first time and get fabulously aligned manager and agent, then head on over to makeagentswantyou.com and register for one of the three live dates that I'm teaching the webinar. The best part will be during that Q and a. When after you've gotten all that juicy training, you can ask me questions. So you know how to implement it and take action on the very same day. Plus I've lined up some really fun bonuses. All right. I hope that I will see you there again, www.makeagentswantyou.com register for the live webinar and I will see you so, so very soon.

Speaker 1 ([01:00:51](#)):

Oh my goodness. Thank you so much for tuning in to Brian break's 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 put where 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 wanna 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.

Speaker 1 ([01:01:34](#)):

It's uncut, it's unedited. It's a little more casual and a little more messy. So if you wanna see those little spicy videos, head on over to my YouTube channel and know that Wednesday I will be delivering a new episode to you. And on Saturdays, the bonus episodes come out. 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, um, that I hope that this podcast can provide to you. So if I've nudged you along in your inspiration today, if it's pulling you a little bit closer to what you wanna 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 yourself. I'll see you soon. Uh, wait. No, I won't see you, but you'll hear me soon. Okay. Be well.