



## Ep. 19 - Your Casting Profiles in the Age of Social Distancing with Special Host Summer Mastain - Transcript

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

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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 artists 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 will go behind the scenes with people who proudly walk the path of 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 favourite listen if you're done suffering for your art, and second guessing every step of your yellowbrickroad All right, everybody, welcome back. Now I hope you were able to catch that two part episode with Brian Wold and Blair Hickey from CastingAbout an Actors Access Breakdown Services. So in that episode, we went really deep on why Actors Access is the number one casting site in the world. And talk a little bit about the 1.3 million actors who are on that site. And now that we're past the panorama, you know, I always think you may have heard from Blair and Brian in the past. But now that we're on the other side of this 18 months of upside down world, I think it's important to hear their new information about how casting directors are relating to their profiles, and how that equals more audition. So if you haven't listened to those episodes, I'd recommend going back to give them a listen now, today we are breaking character once again, I have summer mastain on my team who is here she is our after community happiness expert and success expert here. She's the camp counsellor. She's the support. She is always alongside me. And she's been with me since the very beginning, then so we decided I said yes to putting myself in the guest seat the hot seat today. So that summer could really grill me a little bit more on why casting profiles are so important. And what are some of the trends going on right now and why they 100% equal, more auditions for you. And so that's where we're going to go today. It's a summer, I'm going to very timidly hand you the mic, and please don't hurt me. Here we go. All right.

02:51

So here's where I want to start. The world is different. Now, past the panorama. We can put ourselves on tape for something shooting anywhere, and we're mostly primarily putting ourselves on tape. So what do we do with this?

03:09

Hmm, such a good question, you know, and first of all that I want to just underline one of the things you said here yesterday, I asked a couple actors like what percentage do they think they're putting themselves on tape versus going into the room because we know that there's a little bit of a like hybrid world right now. And one said 90 and one said 95%. I was asked me summer and someone else on my team. And so that's any indication, I feel like like, let's stick it a cool like 93% of auditions are self tapes. And knowing that Joe Blow in Hawaii, and Celine Dion in Atlanta, Georgia, and Jenny McCarthy in Iowa, I'm really choosing special names today. But like anyone can put themselves on tape to submit for an audition means that the pool has gotten bigger. Now, we all know that there are certain permutations of that we're like, we're only hiring local or that

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kind of stuff. So I don't want to just say that like anyone to get a job anywhere. We know that's not quite how it works. But for a majority of jobs. That is how it works. So what that means is, we're everywhere in a bigger pool now. Right? And what I find is it's so easy for the actor to start to think about, is it my headshot? Isn't my real isn't my representation? Is it like my acting isn't good enough? Is it my self tape setup? Good enough? Is it I'm not getting the right kinds of auditions? That could be part of it, right? I'm not getting enough auditions or I'm getting the right auditions. But for the wrong roles, right. All this story we can start to make up around the normal story we would make up about those things. We now have it on a global scale, so I don't have more in because we're also lacking that. Such palpable joyous, incredible experience you have when you're an audition room, where you like can feel like, Oh, I did a good job. Like I'm like doing little dance over here. Like, you know, you feel that little sexy actor swag of like, I felt the vibe in that room. They like like, do you right? So at the deficit we're at right now, and I'm not sure make this all doom and gloom, because I think that there's actually good news at the end. This at the end of this whole process, which is the kind of the conversation we're having today. Did I answer that question summer?

05:05

Yeah, I think what I'm hearing is that we got to double down on what we can control because of the large pool. Yeah. And I just start to think of reps. You know, Brian and I, a lot of our work is helping actors find the perfect rep for them. But once you have that victorious moment in sign with your agent, unfortunately, you're not done.

05:29

Yes. I wish, I wish that you were done. Right. And that's a tricky spot. Because I think we, I think most of the actors that I've talked to, they know that once you have representation, you're like, No, I just put my feet up on the couch and eat bonbons and wait for the auditions to I think most actors know that. So I'm not talking about like, actors bale once they get representation. But there's a specifically around casting profiles, you know, which is what this month is devoted to. There is a set it and forget it kind of mindset. Now, we might go back in when we get a new headshot, or we get a new credit. But it's a little bit like your I think of it like your time warner bill, like you put it on AutoPay. And then you don't think about it anymore. Like once in a while you're like, did I get overcharged? Like, are they charged me for a router still like maybe every three years, you'll look to see if that's happening. Like that's how I think you relate to your profile sometimes. And I don't mean that you don't update it. Because I do believe actors update, they add their credits when they remember to, although I will say nine times out of 10, when I sit down with an actor and say, let's look at your Actors Access profile, they'll go Oh, I forgot to put this on there. Like they will immediately think of it, it'll be a training thing. It'll be a credit thing. So if you're listening, there's a little piece of advice for you to run with right now just to see what you forgot to put on there. And then the other thing that I think people do is they don't realise that like, that website, I've said this before, all the Actors Access Casting Networks, which we all know, Casting Networks had a huge change, and whether, you know, whether, however you feel about that not everyone is good with change, right? So wherever you feel about that change, like that change was tremendous. And so Actors Access cast networks, again, these profiles are created. I've said this before, to look to make you look uniform, and we have to find our spaces to make you stand out. Right. And that's one of the places where do you think you have control?

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07:06

And, you know, I think where we get stumped is how do I know if it's working? Yeah, like, there's so many different sections and variables, and then so many different jobs and people that are on the other end receiving your profile. It's hard, it's difficult to understand where we need to make changes and when and like, how long should I measure this small change? I made to know if there's an impact or not?

07:35

Yeah, you know, it's so weird, right? Like in any other business, you would collect data and be analytical about what's happening. If you were a scientist, you'd be like, okay, we're going to put three drops of ascorbic acid, and I'm not a scientist, right, and I'm going to put three milligrammes of, you know, Sofer, and I'm going to see what happens and then I change my denominations of how much of this and that I'm adding, so that I can get the outcome that I want. It's so easy, because no one's like, I think talking about this is to say, I'm not so I look at my profile, my answer it my the way that I wrecked my business, let me slow myself down here. The way that I react to my business as an actor is, I'm not getting enough auditions. Okay, my reps suck. I don't have reps, I need better headshots, I need a better reel. I need better self tapes, my self tapes out my self tapes, setup sucks. Like, we can just run the loop, right? Or it can be even more hurtful. And this is where it gets a little painful at summers covering her ears right now, if you're watching this on her uncut version on YouTube, you'll see this like, or it's more painful, like, I'm too big. I'm too small. Mike is not in demand. My acting isn't that good. What my mom said about me is true. And I should have become a dentist. Like, it gets real dark real fast. And if we can just come all the way back to where are we getting this data from? And right now we're getting it from the stories in our head. We're not getting it from a real place. Yeah, what's Yeah, sorry, I wanted to react there. We're gonna say,

08:57

I'm just in the first list is where my head is of like, Oh, my shits not good enough. It just makes me think about money right away. Now I'm like, Oh, my God, I need to have so much money just disposable, ready to like, upgrade things? I mean, I don't have that.

09:17

Right. And I so I would say that one of the reasons I became a coach for actors is because I became really protective about actors, money and time. Those are the two resources, right? Because we all know I think as actors, I think the I think everyone's grown up as an actor enough to know like, you're probably not going to make your entire living from acting until you get to a certain level. And we I think that most actors that I've talked to have started to understand and almost embrace that, which I think is a beautiful, beautiful thing. But what you've just said, but the dollars you do earn are precious to you. And so, here, here's \$10,000 Please spend it on your casting profile. Hell no, that's not the

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09:50

answer at all right? Right. to like, go shoot a scene for your reel that like may or may not turn out the way you want it to

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or may or may not end And then we're gonna go to data may or may not fill the hole that's actually missing from your profile. And because you didn't have the data to figure that out, you're just making it because you think you need it. So what I see is so missing here is a way to test a way to know if I make this change, what will it affect? What numbers will go up or go down? What will happen if I make this change? And you know, you said this beautifully on our on our first episode together, which was, you know, the delete button is an awesome thing. We need to know when we can use the delete button, right. And so I think it's really scary to say the way that I'm going to test what's next is I'm going to take something off there or whatever, right? So so what I just wanted to kind of plant the seed of what I want to underline today, if I can, and some are poke holes, unless if it isn't clear enough to you is, what would it be like to know that you had a way to test your profile, and then take action from that place? Hey, sorry, not sorry to interrupt. I bet you're getting excited to look at your casting profile and make some changes. What I know is that when you do that it can bring up all your stuff about are my headshots any good? Do I need to shoot a reel? Do I need more credits, and it can be difficult to do on your own? Well, I've got some great news, because I'm offering a very special training and it's totally free. It's called gimme, gimme more auditions. It's a proven three part framework devoted to making your profile pop. Remember that now that the world is becoming reliant upon self tapes, you no longer have the chance to bring your essence into the room. So your profiles become all that more important. So let's spend an hour together, knocking your profile out of the park. So you can cross it off your to do list, go to [www dot gimme, gimme more auditions](http://www.gimme.com), calm, and register and choose the date you'd like to attend. The training is totally live totally free, and there will be no replays. So make sure that you're there. And I promise you, I'm leaving plenty of time for you to ask your questions. So you'll know exactly how to apply this training to your profiles. All right, I'll see you there. Let's go back to the show. You know, what

12:02

I just thought of is like sometimes when you are on the phone with like spectrum or whatever, and they do the speed test on your internet. Yes, that would be so convenient. It takes like less than 30 seconds.

12:12

So I just want you to know this, I just went through some horrible internet situations at my own home. I mean, people in our community know this, because I was at someone's house actually having to record things and have classes from her house because my internet was so bad. And you know, the fix that person came to the house and was like, looking under the hood and like going up going up the pole and check it like doing like, what is the data that they're discovering, right, and it took more than one visit. And so we as actors are so willing, and this is what breaks my heart, I think we're so willing to hold the mirror up and say it must be something I'm doing wrong or something I need to be doing more of? And before we're willing to say is, am I even testing this correctly? And you know, that's the plight of any creative person. I think that's the plight of any

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creative person. Because we know when we say yes to a creative career like are we bought into the idea that there's going to be some kind of a struggle. And so I think it's so admirable for actors to go, let me hold up the mirror and say where I need to do my stuff. But I actually want to say, let's hold up the mirror and see the actual thing that to do with the tool that we're using. Because one of the things that I always say is like, managers, agents, casting directors don't have magic wands, they have computers and emails and phones just like we do. And so they're using this tool to decide if they're going to call you in no matter what like this is the number one tool one of things I always talk about. And I'm repeating myself on purpose right now, unless you're at the level of offer, only your representation will be using your casting profiles, Actors Access primarily. So unless you are Nicole Kidman, even the actors at CIA, are being submitted with Actors Access. So I want to just really take off like if you're Pooh poohing this conversation, or you're thinking like, yeah, it's gonna mine doesn't matter that much, or my headshots are so good that it does so much better. I will even say like, you may have great reps. And you may even be getting good auditions with your reps. And you could be getting more, because your profile doesn't look as good as it could. Because you are just relaxed. You're like, Oh, I don't want to say you're like leaning back and doing the bond bond thing. But you might be like, I'm getting a great number of rejections. But you're like, have no idea that it's, it's because your reps are so good, or their name is so good, that that's why you're getting in it has nothing to actually your profile sucks. Could be the truth. So we need a way to test that. So somebody went all over the place. Does this feel clear to you? Is there any question you have where I'm at right now?

14:26

Yeah, no, I'm right on board with you. I want to know what's working on my profile and what isn't I like actually went away for a little bit and was like mentally going on mine and was like, Alright, let's make a plan. Let's make a plan summary. Like what do you need to upgrade? And you know, what I thought of too is I've looked at other actors, reels, you know, lots of them. I've looked at other actors, IMDb BIOS, you know, I'm familiar with them. But you know, what I haven't like looked at is other actors, Actors Access profiles. I've spent zero time to doing that.

15:00

Yeah. And so you're kind of teeing me up. And I know that you realise this, so much of why I'm so excited about our free training, right? The gimme, gimme more auditions. So if you're listening to this on the day that it came out, which is Wednesday, September 15. Today, tomorrow is our first of these three trainings. And I would love to see you there you three, it's an hour long. And one of the things I've just keep thinking about is when is the last time you spent an hour perfecting your casting profiles, and we are make a date with me and let's do this together. So if you go to gimme, gimme more auditions, calm, and it's spelled the Brittany way gi mm EGIM me more auditions, calm and grab your ticket. It's completely free summer, and I will be there. I'm gonna lead you through what we talked about today, which I think is so exciting a way to test your profile. And I think for now, I just want you to think about so you can be open to what you might learn from this, because it is kind of fronting, you might find out. Dang it. I've been living with this profile for three 510 years. And this has been wrong all the time. I just want to prepare everyone for that. So I want you to think about so you're teed up to take it in and during our class tomorrow or next week to think about what would it be like to correct repair



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perfect, renovate your profile, having the data as to what's working and what's not? Just what would it feel like inside? And that what comes up for you when I say that somebody's feeling a little bit? It's like I would know right? Where to go? Yeah, I have like, when I thought about I was like I thought it sounds like oh, I'm like really powerful. And in charge of my career. Like I have control. Like this is something I have control over instead of it feels like whack a mole, headshot resume real headshot resume real stuff, tape. Right? Instead of that game, right? So we're gonna have the anti whack a mole training this week, anything else ever that comes up for you around what we've talked about today, just to kind of God just

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like, and I'm getting older all the time. Like, I just have to say that, you know, like that comes up for me. And it's like, I don't know, even once you get really happy with your profile. It's like, I'm changed. Yeah, that's stressful.

17:08

Totally in what it's really stress. It is stressful. And one of the reasons that I I'm really vibing, with what you said now is, I know, this is heartbreaking. I think, again, where I know so many actors who will be challenged to find their castability in a way that isn't just on a hamster wheel forever, because we're growing and changing as actors and as human beings all the time or you're growing and changing vectors. So, because of that The Hunt for Red October, the hunt for your castability becomes very, almost fascinating. To the point where because you never have an answer, you never feel confident about what you're putting into the world. And if once so that's what comes away from us if you are able to data test this thing. And be clear, oh, I'm missing this, or I need to take that away or how bizarre I need to take that credit off like to be able to have that kind of clarity. And here's the other thing that like is the big surprise. That is not a surprise. Tell me the last time your representation sat down with you, though, for those of you who represented and said, let's have an hour long conversation about your profile. I'm like really good at the way that I like it to look. Right? I think that often like reps are looking at it. And some actually will go there and tell you to make some changes. But usually their answer is any more footage and I need a new real. And I need your headshot, headshot and footage. Are there two answers usually right head Oh, wait, let me give the other one. In your new headshot native footage, we just need to get you more credits. That's the other one. Right. And to me, that's the sneaky little hole that doing this test can help you with so much because if I told me to teach the test so much, you guys, it's just harder to teach without me being able to show you on a screen. So we'll cover it in the in the class. I don't feel like I'm holding back on you're here. I want to make sure you can take it in in the class, right? So what happens is, I think that without that little hole of like, Well, what do you get more credits when you get more credits, I just think of this actress who had done a few guest stars and she kept getting called in for co stars over and over. And she's like, they're never going to call me in for a guest star. They're just never going to call me for a guest or I'm stuck at costar land forever when she did these changes is when she finally busted through that. And she'd got her first series regular after doing this. And it was such a shock to her because she had incredible training she had every single credit you would imagine was the right one to have. It wasn't about that it was about seeing her in this way I can think of another actor who had come back to acting he taken a break and he was coming back to it. He could not get an audition in LA to save his life other than like random student films that paid no money. And the second he made the changes. I mean, like why don't you do them? We

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understand why you do student films. Y'all Get it? Right. The second he made this change. We had to turn down auditions in the week because he got 10 in one week. Now that sounds like astronomical that number feels hard to believe it is the 100% fact of what happened for him. And that doesn't mean it was just move a few words around. By testing it. You might find out oh dang diddly doo. I do need one more headshot in this particular category. For those headshots are doing frickin great. And I'm not getting called in for this role. So I just want everyone to just kind of embrace the idea of what would it do for you to know that you could test and have some certainty in this area. That's what I'd like to leave everyone with it. I think today, some or anything else you want to leave people with for today's episode. That's it. That's it. Alright, so I hope to see you guys at the training give me give me more auditions, calm, you'll even see a really wild GIF of me is Britney Spears on the on the page. So I hope you really check that out. And hope to see you tomorrow or one of the other dates. Take care. And thank you so much for tuning in. Let's get you more auditions, you know, pilot season, this is our first pilot season in two years, I think 2022 is going to be our first real pilot season. And there is no better time. You know, I always think about this. And I don't know if actors are thinking about it. Like, let's pretend there's a casting office you really love. And let's pretend you're even getting submitted to that casting office. Well, how many roles in a season? Are there going to be right for you? So maybe you're only getting in front of them one or two times? Why not get that your best foot forward are the things you can control now. So by the time privacy is rolling around, like you're already on fire, people are knowing who you are. So I think there's no better time to focus on this. And I'm so glad that I'm gonna get hopefully get to see y'all in class. All right. Thank you. It's summer. Thank you so much for hosting. You're so welcome, joy. We'll do it again. All right, people I'll talk to you soon be well. Hey, before I go, I wanted you to hear from someone who's actually been through the gimme, gimme more auditions training. Their name is Jan. And they had incredible success through implementing the tools that I will introduce you to at this free training. And you know, I can tell you about this as much as I want. But I know how much more exciting it is to hear it right out of the mouths of actors who have had success. So let's listen.

21:42

I was overwhelmed and anxious and embarrassed about my Actors Access profile, which is embarrassing to say, because how can you be embarrassed by your profile, but apparently a lot of you feel this way. So maybe you can relate felt embarrassed. And I have a lot of stuff up there that didn't need to be out there that I really learned that there is a thorough and systematic way to approach going through the profile, doing it in a supportive way. In a thorough way. Afterwards, I came out with a profile that I was really happy with. I feel like it reflected what I had done but also where I wanted to go. And that's the aspect of the profile that I didn't really know about how much it needs to reflect where you're headed, not just where you've been. I felt a lot more confident about my materials and therefore about my career and myself.