

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

01:14.20      *BRIAN Right people I am fanning I'm fangirling over here might be the good way to say this I have LaNisa Frederick here and LaNisa to me one of the things that I got most excited about this conversation today is None everyone listening I'm sure you know about Hashtag booked. But if you don't you can head over to Instagram right now and start to.*

01:16.72      *LaNisa Frederick      Um.*

01:32.18      *BRIAN Sorry you're just gonna be sucked into it for hours now because she is so funny with her partner and i'mnna let her talk more about that. But before we go there just to give our audience a little bit of the many things that you do the many stove things on the irons and the fire. What do we say here? the pots on the stove right? Can you go walk us through a little bit of your hyphens your hyphenates.*

01:35.92      *LaNisa Frederick      Following hands.*

01:44.30      *LaNisa Frederick      Right.*

01:50.12      *LaNisa Frederick      The plats on the stove. The bowls in the microwaves we need like new terminology now me something new plants in your house. Um, my multi hyphenate things. Wow you know it's funny like five years ago I would not have said all of this because I was so.*

01:51.37      *BRIAN Ah, second Yes, yeah, we do. Ah.*

02:05.97      *BRIAN That Yeah I.*

02:09.32      *LaNisa Frederick      I'm an actor period. That's it. Um, and then you mean oh well, especially and yeah I just moved to LA five years ago so I feel my experience in Chicago was so much of that you were not allowed to talk.*

02:11.22      *BRIAN Yeah, wait and also because it was like you're not allowed. Don't tell me, you're anything else because if you tell me or anything else. We're gonna get good views and you won't get cast.*

02:28.56      *LaNisa Frederick      About the other things you did are it was wait. You do something else too. You do this and it wasn't seen as like you're not really invested in the 1 thing you do fast forward. You get out here and you're doing 12 different things. Keep in mind I've always done 12 different things because I had a full time job working in a Chicago public schools.*

02:36.92      *BRIAN Expected. Yeah.*

02:46.50 BRIAN Um, yeah.

02:48.29 LaNisa Frederick Ah, oh I was doing that while sneaking off to auditions or nanning and taking babies to auditions with me and be like you hold this random white child because I got to run in here and booked this commercial luckily parents knew they didn't know they didn't know but as fast forward.

02:59.99 BRIAN Yeah, ah.

03:06.70 LaNisa Frederick Get here and all of a sudden I become a content creator I get more involved in voiceover in ways that I never thought I would doing more animation and video games. Um I start developing shows. We just sold. Officially our None show that's.

03:23.24 BRIAN Yes, that is huge. Yes.

03:26.13 LaNisa Frederick But a pandemic. It's so huge. It's still my manager is like why are you not celebrating I'm like cause I don't believe it still I'm still drink it. You're gonna figure that out.

03:34.82 BRIAN Ah, wait we will. We will work on that in today's episode we'll work on you believing.

03:42.60 LaNisa Frederick Um, yes, so content Creator voiceover art is I develop um I'm writing freelance on an animation. Um, yes, all the.

03:49.28 BRIAN Yeah, yes, and and what and one of the things that reason why I really wanted you to walk us through that a little bit is because what I see you know and what I see is what everyone else sees on Instagram you know so my impression of you is like what I research you know sometimes like that's people's sizzle reel but I actually feel like in the world that. The way that you were so honest in the work that you put out with you and Danielle like it isn't a scissor. You're very honestly sharing with us where you are like highs and lows and ups and downs and weird shit you encounter along the way to be perfectly, honest and um, that is one of the things that really made me say oh my gosh can we please.

04:17.55 LaNisa Frederick Yeah.

04:24.60 BRIAN Come be on the podcast because I want to talk about this and so I want to take us back to how it all kind of came to be and you weren't Chicago I went to school in Chicago and you and Danielle met in Chicago right? yeah.

04:33.38 LaNisa Frederick We did we I'd been here for years and years. Um Chicago will always be a home to me and I had graduated from school at step in wolf where it was amazing. Got us all this amazing training. It was like my last Huorah I was like if this doesn't kick something off then I quit.

04:50.63 BRIAN No.

04:52.63      *LaNisa Frederick      I was I actually I remember asking the casting director at the time of the goatman I said I literally looked him in a face and was like do I suck. Let's be honest because I need to know because I'm done I'm actually done. He's like no Laisa Blah Blah Blah Fast forward I book.*

05:02.40      *BRIAN Um. Right? But those blah blah Blah must have been good blah blah blah because you didn't quit were they good. Ah.*

05:12.10      *LaNisa Frederick      I didn't quit because sometimes to be honest, like I think sometimes I forget fix My memory is so bad that the next day I'll get up and do it again and I'll be like oh crap I forgot I quit acting I Really do oh.*

05:27.65      *BRIAN That is a really good creative memory to forget that like you were pissed off the day before me like no, it's a new day I got more I got more enthusiasm for this again. Yeah.*

05:33.93      *LaNisa Frederick      I just keep doing it and I'm like what is wrong with me. You said you quit? Um, but fast forward I ended up booking a understudy gig at Goodman Theater which was a dream and that's where I met Danielle um.*

05:44.55      *BRIAN Man 5*

05:50.60      *BRIAN Um, yes are the best. Yes, yeah.*

05:50.74      *LaNisa Frederick      Goodman Theater is you know one of the top regional theaters in the nation. It is amazing I love it. Danielle it's funny. Ah because and she always makes fun of me and she's like I hate when you tell this story when we None met I know she I hear one I'll say it. But when we met I'm very midwest.*

06:03.30      *BRIAN She's not here. She's not here. So go for. Ah.*

06:10.32      *LaNisa Frederick      I'm very like let's give a hug. How are you theater? blah blah blah she east coasts all the way through. So I go in and keep in mind she was very new to the area I had been in Chicago established I knew folks that and and. I go in to like give her love hello I'm laisea how are you this girl give me her business card. It shakes my hand I was with the what the what is this at I was like why did you give me a business card. What was this to do with it I got.*

06:37.40      *BRIAN Ah, you were not a fan at None I bet you were like and who who have what is this? Yeah love it. Ah.*

06:46.32      *LaNisa Frederick      Find it because I think I still get a somewhere. It's like who is out I was like all right girl. But what's beautiful about the Goodman Crazy and beautiful is that ah part of yeah part of the deal with their understudies is that you have to be there for all the rehearsals.*

06:47.91      *BRIAN I.*

07:02.37      *LaNisa Frederick      And then for the performances you have to be there from when your character says their None line to their last line. Both of our characters had the last line so that means we were there the entire time so we got in a lot of trouble because we after a while we're like if I watch this show one more time I am.*

07:06.76      *BRIAN Um. Yes.*

07:21.43      *LaNisa Frederick      Murder and they had put rules because clearly understudies before had done some shady stuff so they were like do not go to the bar upstairs. You cannot play spades and I was like whole who must know I was like that's the hollow races What you.*

07:30.28      *BRIAN Ah, you cannot play spades is my.*

07:40.73      *LaNisa Frederick      Me well we found other ways to get in trouble ah because you know August wilson did a lot of his work there and he had his ah his own office so we found ways to like break in and be like who wasn't here. Um, my favorite was towards the end there was this huge poster that I really I don't know why I really wanted. Ah, the size of literally my wall. We stole it and ran on the train with it in the rain I was like girl. Let's go I really want. Don't know why never put it up but I was like I it was like my reparations.*

08:11.93      *BRIAN Yeah, yeah, against the Goodman Theater especially I love it right right? in right? Sorry and yeah of course you start in those those giddy theater spaces that are so special I think where we we know we're there for the same purpose even when we're.*

08:16.57      *LaNisa Frederick      Exactly exactly. But that's our relationship started.*

08:30.23      *BRIAN Put on pause I guess in the understudy role that you're like you feel those that's special essence and so you guys connected there and that was in when was that was that 2018 or no go way before 3 13 god got to go and you came to I a 2018 is that right? Ray 17 and was that a pact.*

08:35.91      *LaNisa Frederick      No 202013 2013 or 14 Yeah I came here in 2017 yeah not at all, not at all she came in a year before me and.*

08:48.40      *BRIAN Was that a suicide pact we moving to La or was it really.*

08:55.52      *LaNisa Frederick      I was in that I'd been in Chicago for so long I was getting frustrated because I was being seen as the understudy after a while just because they knew they could rely on me and it had I learned eventually I was like oh it doesn't have to do it my it has to do it my talent because they're like we can trust laista to do.*

09:03.51      *BRIAN M.*

09:13.49      *BRIAN Yeah.*

09:13.72      *LaNisa Frederick*      *Whatever we need her to do which meant we're not going to put her in the lead because we need her in case these leads drop out and that's what would happen so I was doing roles my last straw I did a role that I was like this lady is 65 and she sangs and they were like Laisa. We know you can do it? What? No what my dumb but was like well I guess I I should but that was my final straw I remember putting in a contract though that they had to pay for my singing lessons. Ah because I was like I don't saying like that I sing I don't sang. Yeah so I was.*

09:38.30      *BRIAN* Ah.

09:48.49      *BRIAN* Yeah.

09:52.12      *LaNisa Frederick*      *Very adamant about that but it was at that point I was like I think I'm done and Danielle had just came out because she was understudying at at geffen and was like you should come. it's it's time ah but it was one of those like I mean honestly it was what Chicago had a hold on me. It was I always thought that that would be it.*

09:54.91      *BRIAN* Yeah.

10:04.37      *BRIAN* Kata.

10:07.91      *BRIAN* Yeah, yeah, do you see? do you I know you share that because I think that a lot of like I always say that annoyance is the birthplace of invention.

10:11.25      *LaNisa Frederick*      *I Was like this is it I'm here. Um, but I think at that moment I was done.*

10:22.16      *BRIAN* Like you were like this is not fit anymore. This is not feel right anywhere. So and of course I'm assuming that having Daniela someone who'd like been out here and take it a moment like let's left some confidence of like hey you're gonna be okay here I've been here for a minute I know what it's I think right? but I'm wondering you know do you see that belief of. Relying on what's secure showing up still in the work that you do or do you find a different kind of courage having lived that lesson.

10:45.65      *LaNisa Frederick*      *Do I find that I feel like and hopefully this answers. Ah, your question I feel like honestly I'm going to go back to what I said earlier about having a horrible memory and I think a lot of my belief just comes from the fact that. I can brush off what happened and just keep moving forward and maybe that's because there's that goal there because I have a goal that sometimes I don't know how to articulate and I get jealous of people that can articulate it so perfectly and so well but I still have a drive and a mission. Um.*

11:10.56      *BRIAN* Um.

11:18.90      *BRIAN* Yeah. Yeah, yeah, so let's can we can you do a crappy inarticulate version of naming your goal for None for us. What? what? What would.

11:24.20      LaNisa Frederick      *That keeps me going. So I think it comes from that I think it it stems from that.*

11:34.11      LaNisa Frederick      *Yes, absolutely and I I think what's beautiful is that they've changed over it's changed over years you know um my original goal was to sweep the floor at the Goodman that's all I wanted I wanted to be in a commercial. And like sweep the floor. That's it right? Like yeah I did ah you know and then the more and more I feel like the more and more you learn the more you realize you realize what you do and what you don't want to do so now. Honestly.*

11:55.00      BRIAN *Like crumbs from the table you were gonna be like I'm Okay, yeah yeah.*

12:12.80      LaNisa Frederick      *My goal is to be happy in my craft and constantly working does that mean that I want to be number 1 on a network series I don't know. Ah, actually I do not know now that I am closer to that I see it and I'm like oh don't know if I want that.*

12:20.24      BRIAN *Um, yeah.*

12:30.20      BRIAN *Um, yeah.*

12:31.21      LaNisa Frederick      *Life I want to be consistently happy and I want to be consistently working in my craft doing stories that I want to tell so if that means that I am you know number 5 white number one is a lot of pressure people think it's cute, but you know people are like oh yeah, just not us.*

12:44.81      BRIAN *Got it.*

12:50.93      BRIAN *Ah, got it I love that I love that when.*

12:51.16      LaNisa Frederick      *This is' a lot of pressure. Yeah, so yeah I think it's ever evolving I would love to you know now that we have sold our show I'm excited to go into this producing side I'm really excited to explore my directing side I.*

13:02.73      BRIAN *Yeah.*

13:08.86      LaNisa Frederick      *Regina King is one of my idols and I love her career I love what she's been able to do and manifest and I see my career ah manifesting in that way.*

13:09.50      BRIAN *Yeah, and.*

13:18.72      BRIAN *Yeah, yeah, and it's such a great career to look at because you think about her being like the spitfire that she was in miscongeniality to what she is now like in it's and it's not that it's not at the same mattress but it's the same idea but you see. Ah, the space that she's been able to take up and I would say like*



*like and I'd also like be it really call it the industry of like that the industry allowed her to take up also because the industry is backwards when it comes to this or we're seeing more representation I think we all want more. But I think that's the way that I would articulate that um.*

13:39.96      LaNisa Frederick      *Right? right.*

13:49.96      BRIAN *When you're thinking so can you give us a little more Intel about the show. Okay, oh great, great! awesome.*

13:52.37      LaNisa Frederick      *I can't say much yet, but it's an animation and yeah Danielle and I co-created it and we are way excited to get it. Underway it's gonna be ridiculous.*

14:05.11      BRIAN *Ah, awesome I love it I love it. So so let's talk about hashtag booked for a minute. None of all, you okay the delight on your like okay you know how you can tell when someone likes what they're doing and it is so much more entertaining to you like you can tell that they love being there like any of the videos.*

14:10.36      LaNisa Frederick      *Yeah, yeah.*

14:24.37      BRIAN *And Hashtag Booked I'm like these people are having the most fun making these things that they're putting into the world. What how did that start so did started once you came to L a right right? And how did it begin.*

14:32.51      LaNisa Frederick      *White but I have to think about the seeds that we had planted before for both of us you know Danielle went to second city I attended second city I performed at second city that was also one of my last gigs when I was like okay y'all I'm done because they put me in. They threw me in the main stage as an understudy and I ended up doing weeks and weeks of runs and I was like I don't do I'm classically trained. What do you want from me. So what happened was again, they ran out of black people.*

14:56.33      BRIAN *Wow.*

15:11.18      LaNisa Frederick      *Black people were tired because they were like yaa and treat us right? Um, they needed understudies Who do we call Linisa and again I go Okay, all right here we go. Um I put in my contract that if I'm doing it. You have to give me free classes so that was the deal.*

15:12.38      BRIAN *M.*

15:26.11      BRIAN *So wait Lendy so wait I because I hear a lot of people would be thinking about this is when you were putting these things in your contract was it something that you were like I'm goingnna ask for this was that something an agent was helping for you with was that somebody you were just like I need to know what's gonna work for me where did that inspiration come from to ask for that.*

15:41.66      *LaNisa Frederick      I Think just knowing that I didn't feel comfortable doing it and I am a big believer in training I'm a big believer I don't care if it's like you know traditional training I've gone to every school I've done all the trainings. All the classes I'm just a big believer in like constantly evolving and learning.*

15:54.91      *BRIAN Yeah.*

16:00.53      *LaNisa Frederick      And so if you're gonna put me in a situation where I don't feel as comfortable at least give me a class or 2 to help me in that. Um, so yes, we were we both did second city at different times and while we were in the basement at Goodman we would do things and just brainstorm and just think about.*

16:03.83      *BRIAN Got it? Yeah yeah.*

16:19.70      *LaNisa Frederick      I don't know our careers in general. Keep in mind this is literally a 10 by 10 dressing room with all the understudies because all the understudies got 1 dressing room. So it's 5 of us and we very coolsy, very very cozy.*

16:24.37      *BRIAN Sure? yeah. Oh cozy, cozy times I mean that is not a big room. Yeah.*

16:37.89      *LaNisa Frederick      So we got close. We got real tight. Um, and then I think moving out here I remember when I moved out here or I came out here to go so find apartments because that was my first thing I was like all right if I'm gonna do it I'm gonna come out for like a couple weeks look for an apartment I slept on Danielle's couch um, looked for apartments. Found something and was like yay we would have like just drunken night sessions of just chit chatting about either ridiculous stuff that we had experienced are things that were our goals or and dreams fast forward when I finally made the leap and came out here permanently. We would continue that and.*

17:03.96      *BRIAN Her her and.*

17:15.75      *LaNisa Frederick      For my goal and I tell people this all the time if you move out to I a have 1 thing set be it I have a commercial agent I have a voiceover agent I got a a casting friend in a commercial place something that you feel connected.*

17:20.40      *BRIAN Um, and and.*

17:29.14      *BRIAN God I Love them totally and I love that because it can just be grounding but like I am connected to the business. They don't have to be the answer to all the questions you have but to have that one little. There's a line that is like I'm here for real cause I think it gives you the sense of like.*

17:35.14      *LaNisa Frederick      And that way.*

17:41.18      *LaNisa Frederick      Um, exactly.*



17:46.94      *BRIAN I'm actually here as opposed to I just moved for my weird dream that doesn't no one cares about like it. You actually have ah you're tethered to something I Love that advice right? yeah.*

17:47.20      *LaNisa Frederick      Exactly. Exactly I felt tethered to something and I had a commercial agent and we were both going out for ridiculous I mean they're still ridiculous I look commercials have paid all the rent in the past few years not go live that seems to be my ministry right now. But they're wild as hell.*

18:04.10      *BRIAN Um, yep, yep.*

18:11.27      *LaNisa Frederick      And we were going in for like these young moms are like young Urban moms and you'd go in and be like a line of black women in cardigans.*

18:17.11      *BRIAN Oh God Oh I hurt Yes I remember your this is your wait I've listened to I know about this carding and keep going I Want to hear you tell the story please.*

18:23.52      *LaNisa Frederick      What that's what it was hilarious because we're all like wait. You got a Cardigan you got a card day. We all get why everybody got a cardigan for a mom. My mom don't wear no cardigan where did we decide that in a commercial you wear cardigans what we knew. So one night we're like drunk on whiskey daniels I didn't even have an iphone I was team android she has a broken iphone like 4 and she's like let's record and I'm like okay well let's plan it out and see and this is how we with our well.*

18:53.21      *BRIAN Ah, you.*

18:56.83      *LaNisa Frederick      We work together. Well in this way I go all right? So let's think about it so Monday will do this and 2 you say that? Ah, she's like nah I'm do it right now. Oh okay, and we did it and we just created with the help of her lovely husband Jack where you just create it and you see it now I look at it and I think that's. Part honestly I never wanted to move away from that and get very polished I think that's part of our thing I don't want to be polished I hope be that looks just too fake and you know influencer to me so you look back at that first one it's just like grainy. It's.*

19:18.61      *BRIAN Um.*

19:27.96      *BRIAN Um, yeah.*

19:34.61      *BRIAN Ah.*

19:35.39      *LaNisa Frederick      Long We hadn't captured the idea of like we can tell a story very quickly yet? Um, but it's hilarious. You know because we actually ended up having the same Cardigan I was like how do we both have this so we ended up wearing the same Cardigan for the for the sketch.*

19:39.40      *BRIAN Um, yeah.*

19:47.99      *BRIAN Ah.*

19:54.73      *LaNisa Frederick      And told friends like hey we did this sketch and all of a sudden people are sharing it and it's taking off and it's relating and we're like oh shit we did something not even realizing it.*

20:01.85      *BRIAN Yeah, yeah, and I Love what you're saying about this because I think a lot of people who think about content will say like well I can't talk about the acting stuff because I'm an actor and that's boring like I can't so what? I also love that you did is like this is our real Life. We're talking about here and we're actually making fun of it Also being really. Open about this real experience that we're having as a because I think a lot of actors would gravitate or they need to tell a different story. It can't be what's really happening in my life and so the honesty of it I think is where ah I But when I thought I was like oh my God This is I'm laughing hysterically. We're looking at this. So have you fought over the I know you're saying like.*

20:32.78      *LaNisa Frederick      No.*

20:36.86      *BRIAN You know, but there's not to be too polished for it to work. But what have you found is the power of like that short content like that that what that what that what does that mean to you when I say that.*

20:43.61      *LaNisa Frederick      I think as an actor. It's honestly made me process quicker I am definitely being the the way my training was set up I will you know, analyze the hell of a script I will. What does he want? What does she want? What do they want Duhda da what did the character say about this like I train Danielle and I both have our masters from England so um, my training was very much like you sit in a pub and you get your little cider and for 10 hours you go analyze the hell out of the school.*

21:06.24      *BRIAN Right? right.*

21:14.38      *BRIAN You Dramaturg that thing you go through everything? Yes, yes.*

21:19.24      *LaNisa Frederick      You get out here and they're like hi so we have a guest star and it new in 3 minutes ah go so I think honestly creating that short content made me work faster. It made me see the power in working faster. It made me trust myself more.*

21:32.12      *BRIAN Got it. Um.*

21:38.52      *LaNisa Frederick      I think it made me because I was so used to like over analyzing everything I was like iin't got time you got 60 seconds it also taught me called us editing.*

21:42.99      *BRIAN Yeah, But how do you see? Yeah,. How do you? So 4 years in though. How do you see? how. Your even your classical training has helped you here because it has I'm certain you have a connection in your brain can you help our our listeners kind of understand how you connect the dots there.*

22:01.45      *LaNisa Frederick      Yeah I think that having that base is key I would not give it up for the world I complain all the time about my training and I'm lying I want my money back but they I see how each piece ah has made me. And has made me ah, not only as a creator but as ah, a resilient business person*

*because I think one of the things that they don't teach you and we talk about this a lot. They don't teach you to business I could do check off all day. Give me Marsha come out.*

22:24.63      *BRIAN Um. Oh you're you're in mourning. She's in mourning for her life today ladies and gentlemen. Yes.*

22:39.34      *LaNisa Frederick Morning. Got you but I had no idea what the hell all these w two s came from I was like why I got fifteen w two s what am I supposed to do with this. They don't teach you that side they don't teach you that as i.*

22:47.75      *BRIAN Yeah.*

22:54.18      *LaNisa Frederick As as much so I think like utilizing all these pieces of training makes you put together your package. So I think they're all relevant. Um because you're going to use them in so many different ways that you don't even know yet. Um I was teaching at a college I'm also.*

22:59.18      *BRIAN Yeah, yeah.*

23:10.33      *LaNisa Frederick I stopped now but I was ah working at a college here in I a and that was one of the things that I instilled so much you know half the time they're like hey we're gonna do this scene and I was like no today we're gonna go through the business. You know we'll explore that and they're like oh oh.*

23:22.50      *BRIAN Um, yes, thank you? yeah.*

23:28.93      *LaNisa Frederick I'm like are you ready ready for this. Are you ready ready.*

23:29.40      *BRIAN Yeah, yeah, and I love the way you say that because atlineise I think that what happens is an actor has got really really good training can be so steeped in the best way in believing in themselves. But then that gap between understanding their talent and how it fits into the business can be the reason someone gives up.*

23:38.58      *LaNisa Frederick Right.*

23:44.76      *LaNisa Frederick Absolutely.*

23:46.45      *BRIAN Can be the reason that they don't understand that they're totally valued and needed and their gifts are meant to be shared but that gap can suddenly make no one wants me I can't I'm not get like there. It's it can really screw up the story that they're telling themselves around how they fit in and that's so yeah.*

23:56.49      *LaNisa Frederick Yeah, and it is hard so you have to have that real like talk with yourself am I be I'm I'm a business I am a business when I think about you know all the people from my college that continued there are some brilliant actors there.*

24:15.42      *BRIAN Moon. Yeah, so ah, 4 years into hashtag book and you're still making stuff. How do you stay inspired. How do you stay inspired in that work.*

24:15.59      *LaNisa Frederick      90% of them didn't continue because no one that gap they had that gap.*

24:25.29      *LaNisa Frederick      We're still doing it I mean Danielle and I both had I think we had to come to Jesus and we were like hey we only want to do stuff that resonates with us. So if it's something that sparks with us. We want to do it. Um I think.*

24:39.40      *BRIAN Oh.*

24:42.90      *LaNisa Frederick      For me I like you know Danielle is so successful in her personal page too and you know she's on ghost now I had to figure out like all right? What is my goal with it. So I use hashtag book as that therapy and release based on my day-to-day experiences based on both of our experiences like when I call her and be like girl.*

24:47.67      *BRIAN Um, yeah, um.*

25:02.56      *LaNisa Frederick      Went to set today and the lady that had no makeup for my skin color cool. Let's do a sketch boom that inspired us I don't feel the need to always do that on my personal page I keep up with it. Da-da-da-da da but for for me hashtag book is that therapy and it is that constant inspiration of what goes on in my life daily.*

25:11.43      *BRIAN Yeah, yeah.*

25:21.61      *LaNisa Frederick      Within the industry are the things that I want to talk about within the industry. Be it through voiceover or auditions or agents or managers. Ah, it's not hard to have a dearth of inspiration.*

25:33.20      *BRIAN Ah, Yas yes, but I love what you said that like it is my release for some of the stuff that I'm carry I love that. That's how you describe it and then if I really get clear I love that the description they have its ah online series examine the joys and misfortunes of being an actress of color in the entertainment industry and I want to check in with you because you know it started in 182 we saw you know the world wake up again. I guess you could say or why is it up a little bit more in June of 2020 with the murder of George Floyd and as you're moving. We're moving through this did you did that.*

25:56.23      *LaNisa Frederick      Right.*

26:06.65      *BRIAN Change the story for you at all. Did it change anything for you in terms of how you are presenting or how you wanted to put it into the world. Did you I'm I'm just curious what that was like for y'all.*

26:13.97      *LaNisa Frederick      I don't think so because ah you know at the core of it. We both black and so this is every day you know like there might be days where we like I feel like laughing I want to tell this story.*

*You know so like. None of the things we did was when Brianna was killed. We had a lot of different actors give her a happy birthday. Um and posted that because that's what felt authentic for us. Um, you know what's recently happened with Roe versus wade. You know it's funny. She I was looking through our sketches when.*

26:41.49      *BRIAN And yeah.*

26:51.65      *LaNisa Frederick      We heard the news and she texted me and was like I'm gonna repost handmaid's tale and I was like brilliant minds I'm downloading it right now so we went back and forth and talked about like all right, which one is the best that you knowcapsulates this encapsulates this because it's not funny.*

27:08.34      *BRIAN No.*

27:10.59      *LaNisa Frederick      But it's it's so relevant to what we're going through and it's our it's our release. So I don't know if there's ever been like a a shift I Think the biggest thing was let's do things that inspire us and that are close to our heart currently and you know being black women. It's.*

27:13.70      *BRIAN Yeah.*

27:23.63      *BRIAN M.*

27:28.21      *LaNisa Frederick      Always We're always thinking. We're always figuring something out. We're always seeing another side of things. It's never we don't have the privilege of shutting things out. So as a result of that like no things haven't changed. They just they might evolve in a way ah in how we tell them. But.*

27:36.32      *BRIAN Ah, and.*

27:46.71      *BRIAN Yeah I Love the way you said that and I also love I mean y'all need to go see the handmaid's tail one because I looked at it today. It's great. It's really great. Yeah, it's ah oh.*

27:47.28      *LaNisa Frederick      It's still the same story.*

27:52.85      *LaNisa Frederick      So foolish and I hate the fact that both of us have actual like outfits that come of.*

28:01.79      *BRIAN I was like did they go shop. Did they'd already have these out but I thought all the thoughts I had all the thoughts about it. We didn watch that? Yeah, ah yeah, ah, um, so how has and you may you covered this a little bit but I'd like to really like get a little crystallized on it. How do you think? Hashtag Booked has affected your career in terms of business.*

28:04.44      *LaNisa Frederick      Like why? why.*

28:21.73      *BRIAN You noticed a change there.*

28:21.91      *LaNisa Frederick      Oh yeah, for sure sometimes I want to deny it because I'm like I don't want to make anything today. But then I have to say sit down. You don't have to. It's okay and you're not a bad person if you didn't make home which is hard. There are some days I'll go like you're so bad. You are.*

28:35.71      *BRIAN You're not a bad person exactly yeah.*

28:41.46      *LaNisa Frederick      Bad person. You did not post this today. Let that go let that go but let it go. It's okay, it's go come back tomorrow and and people don't forget about.*

28:46.80      *BRIAN Let everyone listening let it go everyone when you're listening to this today. You don't post today we are it is okay, yeah.*

28:59.26      *LaNisa Frederick      So if we post it anyway a week. Let it go. You're not a bad person. It's so easy to go through that as actives especially as we saw the shift in utilizing social media as our business but I have to say social media has been hugely influential in not only how I perceive myself because now I have a.*

29:01.46      *BRIAN Yeah, yeah.*

29:07.92      *BRIAN Um.*

29:18.94      *LaNisa Frederick      Ah, mirror where I can constantly watch not just a self- tape not just some random audition where I had to go down to 200 ah lebre and ah you know, go in and out so there's another type of mirror where I can constantly critique. There's ah another mirror where I can constantly grow.*

29:19.25      *BRIAN And.*

29:34.67      *BRIAN And.*

29:36.93      *LaNisa Frederick      Um, one of my things that I used to do is I used to blink a lot as an actor like always blinking now watching myself on the sketches I'm like oh okay I can control that in this way I wouldn't have known that had I not put myself out there in that way.*

29:42.20      *BRIAN Got it.*

29:52.86      *BRIAN Yeah.*

29:56.14      *LaNisa Frederick      Also just things personally like looking at like oh so with makeup this can be the character. This is my brand without I can do this, you know so understanding how you're branding fully because I just have so much content now to do so.*



30:02.96 BRIAN Yeah.

30:10.37 BRIAN Yeah.

30:12.77 LaNisa Frederick I will also say within the business like you know once we started taking off Danielle and I were getting like Dms that we were like what how are they emailing us be it managers or lit agents or other people like other celebrities. You know there have been so many people. Of influence that we respect that have reached out and have simply just said we see what you're doing congrats if you need us. We got you which is beautiful like ah None of our biggest supporters evt nicole brown sweetest heart ever so sweet.

30:37.64 BRIAN Ah I love it I Love it. Yeah.

30:48.24 LaNisa Frederick She literally she literally emailed us and was like whatever you need I got you I got and she does I if I can tell this story she so I audition for some small little guest star on ah the big shot which is the show that she's on on. Um, what is that Disney Disney plus I think it's on Disney plus.

30:50.33 BRIAN Ah, that's amazing. So good. Yeah.

31:04.82 BRIAN Yeah, yeah.

31:07.93 LaNisa Frederick Shame on me. Um, addition for a small little role got called our I got put on I got pinned I think I didn't get it I text her I was like oh I was hoping to see you on set did not get this role It's all good one day and she text me back. Why the hell did you not tell me beforehand I don't know she's like I need you to open your mouth. Okay, she's like don't worry about it. Two days later my manager called and was like hey your book does a teacher guest role on this show I'm like what happened.

31:40.90 BRIAN Yes, yes.

31:43.23 LaNisa Frederick How but the thing is if that see my work so if somebody you know she goes to someone and says hey I know you didn't cast laisa for this role here's a work if there's another guest somewhere. Let her in and it happened and it was beautiful. She was so sweet the day of set. All right the day of shooting. Um amazing on set. None thing that I noticed she did and this what I'm learning is different levels you get I'm like oh this is how it works okay because you're constantly learning. You're constantly learning get to set my character has a name but.

32:13.10 BRIAN Yeah.

32:20.25 LaNisa Frederick It was never said during anyone's lines she went around to every actor and was like I need you to make sure you say her name she was like I'm establishing your character and I'm

*like oh my God I didn't even click who knows if I'll come back. But for her to be like I'm gonna establish her character. So.*

32:21.46      *BRIAN Ah.*

32:33.55      *BRIAN Yeah, right now.*

32:40.40      *LaNisa Frederick      People know like oh Mrs Smith is coming back. They're not like who's that they know that that's me now so things like that and understanding how that side of the world works um has definitely I know that went on a long journey from how Hashtag book has influenced but has definitely just taught me so much and I think.*

32:43.49      *BRIAN Yeah.*

32:59.45      *LaNisa Frederick      Honestly Hashtag book has helped to create that.*

33:01.77      *BRIAN Yeah, and actually I'm really glad you took us on that journey because I think a lot of actors would have the limiting belief around connecting with someone or staying connected to them like the reach out that you did afterwards and all that even though she was like actually you could reach out to maybe next time even sooner. Like just even though say I really want that to inspire people to realize that there are people who want to help and None of the beautiful things that laissa are going to just kind of run this down for everybody to didn't miss. It is she has work in the world that people can also see so isn't just like look I met this random person who I think is really fun in Instagram and.*

33:21.70      *LaNisa Frederick      Yeah.*

33:35.22      *BRIAN Look at here's where you can see your footage here's where there's more like there's like there's the evidence to back it up is such an important piece of it. But what it shouldn't do that shouldn't inspire anyone to stay small and not take up spaces to say oh great I'm gonna continue to put stuff out because that will build my library of evidence I'm always talking about how I think the business has become very evidence based. Especially after 2020 where everyone's self- taping at home it like I don't even care about your resume show me, you can do this kind of character because I know you can tape it home with your phone like I need to we need to see so much footage I think that's another piece of it and then the other thing that you said oh I don't want to forget it what you said about? um, just one I wanna just.*

33:58.86      *LaNisa Frederick      Um, right.*

34:12.41      *BRIAN Underline staying in touch with the people who reach out to you and say hey I'm a fan or hey I'm interested like that is a huge piece of it and the other is ah what you learned from making the content and you said like about makeup and about blinking and all that stuff I think a lot of times we can have our soul focus be I'm making content so that a cast director will notice me well call me in for a co-star. As opposed to look at all the other incredible things that you get to learn in the the journey of the creation. So if we can just*

*believe that that whatever's inspired you to create that sketch today or work with your friends on whatever that thing is it's going to bring you lessons that aren't the only thing you think like it's not just that one thing and I think that's important for people to.*

34:46.97      *LaNisa Frederick      I think you know too again I'm very forgetful so when I make it I forget that people watch so it's for both of us I don't think it's ever been about. Let's do it so Vicki Thomas can watch this.*

34:49.70      *BRIAN Reminder.*

35:02.60      *BRIAN M.*

35:04.60      *LaNisa Frederick      You know, let's do it So blah Blah Blah Blah Blah It's we just do what we want to do and then we're like oh that resonated with blah blah blah That's hilarious haha I Never I forget people I literally the commercial audition Callback I was at this morning this.*

35:12.23      *BRIAN Yeah.*

35:20.90      *LaNisa Frederick      Lady came up to me and this happens to both of us and Danielle I will text each other. Oh my god I love you in hashtag book and I'm like I have done all these things I have worked so hard. My resume is so deep I've done Shakespeare at in London are you. For a none sketch this is deep y'all that's deep cool cool cool, cool, cool, cool.*

35:43.53      *BRIAN Ah, it is right? Yeah, yeah, it's it's almost.. It's It's like the local celebrity and like international celebrity almost feels like right like what's beautiful I think also by Hashtag Booked is that because I heard you speaking on another podcast where you had said that people the thing you get responses. A lot of times when people when they are seeing what you put out is people saying they feel seen and is that still the message you you get from people. Yeah.*

36:05.39      *LaNisa Frederick      Right? Oh absolutely like everyone goes I relate to this and for even me I still forget that other people can relate to it I threw out the sketch where it's funny sometimes I have stuff in you know, backpiled for months. I pulled out a sketch that I had done at home in Ohio in November and I was like ah we'll see whatever I'll throw it up there and it went crazy and it was me playing like the second a d on a commercial view.*

36:35.87      *BRIAN Yes I know that I know the one so good.*

36:40.99      *LaNisa Frederick      And that was my brother I told my brother I was like hold the phone like this and just do this. You know, follow me back and forth that he's like ah okay, we're bored after Thanksgiving like do this real quick that had been in my stockpile for like six months and I hadn't thought about it I was like oh just throw that out there and it resonated with people.*

36:54.70      *BRIAN Wow.*

37:01.35      *LaNisa Frederick      Universally you know it was on like sites for ah for crew. So crew members were then night. Yeah, that was good. Yeah, that's exactly it I'm like oh I literally just mimicked what I saw when I get the set. That's it.*

37:03.87      *BRIAN Yeah I love it. Oh God oh.*

37:12.54      *BRIAN Yeah, Ah I Love it. I Love it when you so and sure there's a lot of people listening who are inspired and maybe even frightened by like how successful it's been like how could I ever make something like that having all the different thoughts of all the things that come up when we think see people. Being successful that we love and also being scared like could I ever? What's something that you really would want to say to any of the people listening that you want to really leave with them.*

37:36.98      *LaNisa Frederick      Um, I would say let it all go let it go. It's not look.. There is a lot of stuff going on in the world right? Now you cannot let your whole energy go to whether or not you have a viral sketch. You know I know some people that have gotten frustrated because they're like ah, nothing's going viral*

*I mean I You can't look at it in that Capacity. You can't look at it and like oh will I be famous from this, you put it out there and you let it go.*

38:09.67      *BRIAN Yeah, no.*

38:12.49      *LaNisa Frederick      You can't stay. You can't hold onto it. It's just like an audition. You know you finish an audition. You know I will save Maybe my sides for maybe a week and then I recycle them and let it go.*

38:25.92      *BRIAN Ah, you let it go? yes yes I totally get it. They get the energy for a week and then we know that we are moving on now because yeah, we are moving on. Um, and ah if Danielle was here would she say anything you haven't said today that she's learned from this process. Do you think.*

38:33.35      *LaNisa Frederick      You're moving on.*

38:43.62      *BRIAN But you observe in her. She's a really really good friend of yours and you've seen her through this So I'm just curious if you like when you see her is there Some new quality. You've seen her something you notice about her that you want to celebrate.*

38:45.87      *LaNisa Frederick      Um, yeah.*

38:53.56      *LaNisa Frederick      Yeah I Absolutely think just the confidence and what she's doing. You know the belief in what she's doing because sometimes it would be funny. She'll be like let Mea I can't believe that do-da-da-da da and I'm like how can you not believe that you're Brilliant. So being able to see her growth*

*in understanding her brilliance has been I'm gonna cry has been absolutely amazing because you know we came from the basement we Want. We wanted the sweep at the good Man. You know when I met her she was.*

39:24.33      **BRIAN** You just wanted to sweep at the Goodman I remember you said? yeah.

39:32.73      **LaNisa Frederick**      Where was she living it was somewhere I think Shady. So So I Just honestly think like the belief in herself and her brilliance um being able to witness how she sees that now and how she sees herself um and understanding that she is like she's. Fucking I mean I don't know how she does it all. I'll be like grew about taking that I'm taking a nab you yeah I'm good on that I'll post on the page you I'm good, but just seeing her brilliance and how she does it all and finds ah a way to work to balance and honestly her vulnerability you know. Remember what I said when I None met her. She gave me her damn business card now she will tell her full story and I think that's gorgeous.

40:12.38      **BRIAN** Right? Yeah, yeah, that's that's so that's really that's a really good image of growth there. So stepping out of yourself for a second in your look at yourself. What are you most proud of in this whole journey.

40:29.57      **LaNisa Frederick**      That I didn't stop that I I guess I haven't limited myself as much as I want to limit myself I don't know if other people feel this but sometimes I I you have that thing. It's like no. You're not doing that You can't go down that route. For example, writing I was like I'm not a writer I'm not I don't do this? Um, but then again I'm forgetful I'll wake up and I'll start writing and I'm like oh shit I'm a Writer. Um.

40:50.85      **BRIAN** M.

41:03.79      **LaNisa Frederick**      So I think my inability to not limit myself and I just say yes to experiences to see what happens I say yes to things and see you know if this sticks So I think that's the the biggest thing that I'm proud of.

41:12.47      **BRIAN** Oh.

41:22.56      **LaNisa Frederick**      You know, especially looking back when all I wanted to do was become you know union and sweep the Goodman floor.

41:29.20      **BRIAN** Yeah, and way. Um, yeah, if anyone could take this away even as I'd love what you said Linney says like the the dream got bigger. The dream got I allowed the dream to get bigger I noticed like I don't want just that I want so much more in that I just appreciate you saying that? um.

41:41.46      **LaNisa Frederick**      Yeah.

41:45.40      **BRIAN** Just want to thank you so much for being here today and sharing. So honestly, what your experience has been like and I just cannot say enough about y'all better run over and look at hashtagbooked

*because I know it's going to inspire you in so many different ways. Both ah the mere fact that it exists but also the stories that they're telling in these short sketches that really pack a punch.*

41:47.46      LaNisa Frederick      *Um, this is amazing.*

42:03.25      BRIAN *Um, and I am so grateful for your willingness to share what this has been like for you and we cannot wait for the show when it comes out. You'll make sure we all know about it. Um, and thank you for joining us today and everyone just so we're all very clear. It is hashtag book spell out the word hashtag booked and you will find them on Instagram.*

42:08.28      LaNisa Frederick      *Um, yes.*

42:17.60      LaNisa Frederick      *Exactly if I could say 2 things number 1 Ah, we're really excited because we just recently also became an lc so we are our own business. We are a brand hashtag book this more than just the sketches so we are developing that into a television show. Ah which will be ah.*

42:21.82      BRIAN *Yes, please tell us.*

42:36.19      BRIAN *Yes I will.*

42:37.49      LaNisa Frederick      *Amazing. Ah yeah, so not only a television show. We are coming out with our Merch. So by time this is released our merch will be out so our Hashtag book Merch please pick that up. Um and hit yes, let's go on to Instagram just go on Instagram but yes, we're we are. We are a brand.*

42:47.37      BRIAN *Wait where can we find the merch on the web on the Instagram or on a webs. Okay, great right? yeah.*

42:57.13      LaNisa Frederick      *So We recently collaborated with shadow and act and blovity and recreating content for them and working with them. We've done some brand deals as well. So It's not just the sketches. Accidentally we became a whole business. Um, and I love it because it's another side that we didn't understand to explore number 2 We've Met. And it just clicked. Let me tell you why it clicked because I saw your background we met at you had like an and I had just moved here like an introductory come and see the class kind of thing and.*

43:17.27      BRIAN *Shut up where.*

43:29.46      BRIAN *Was it I was probably was when I when I used to work out of a studio when like West Hollywood and I taught with yeah Ahhu I used to teach a master class there about wait shut up. We have you guys I Love at the end of our interview that we figure this. Ah.*

43:34.38      LaNisa Frederick      *It was next to whole foods.*



43:40.80      *LaNisa Frederick      I know it click let me tell you why it clicked the blue that's in your office now reminded me of the blue that was in where I was when I None met you forget.*

43:46.47      *BRIAN Yeah, yeah. Um, yeah, yeah, your brain is quite amazing because I'm not have connected about I Hope the the class clearly was memorable because you remember yeah.*

43:58.75      *LaNisa Frederick      But no I was actually gonna say like it was such a great class I don't remember that whoever was there that day had brought in new headshots and the way that you went Boom Boom Boom Boom I was like oh shit he know his shit because you organized them so well and you're like no no.*

44:15.75      *BRIAN Um, no I.*

44:18.20      *LaNisa Frederick      Not this one. Why would you do this that but up but that yes this one this is your brand I was like oh it helped quick a lot of things about head shots and branding So you legit cracked me up that I was like I know you leave that I was.*

44:28.54      *BRIAN Um, thanks oh God I Love it I Love it figured out the end. Yes, oh yes, for sure I was doing it that for sure. Yeah, ah thank you so much for that little shout-out I appreciate it all right? We will link to everything in the show notes y'all.*

44:36.59      *LaNisa Frederick      But 2017 yeah Yeah*

44:45.80      *BRIAN Also if you want to see this conversation. It is on Youtube where you can see us really talking it through and you know we make a lot of crazy faces so you got to do it. Thank you so much for being here and we'll have to have you back and please give all of our love to Danielle as well because we really appreciate everything. It's great. Thank you Natalie do we need.*

44:51.84      *LaNisa Frederick      Thanks. Thank you,? We'll do we'll do.*