



## Ep. #91 - How to Become Offer Only with Guest Host, Actor Shawn K. Jain - Transcript

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

00:43.32

Shawn K Jain

Hello hello welcome to Brian Breakkes character this is not Brian this is Sean K Jane I'm here as a guest host here to Grill Brian on some some some tough questions we're going to get very personal and we're not going to get very. But we're going to get very professional and I have worked with Brian for 2 years I've taken several courses with him including but become off for only which is what we're going to be kind of focusing on today but actor operating system I'm very involved with as well and I love working with Brian ah and.

01:04.57

BRIAN

Ah, ah.

01:20.95

Shawn K Jain

We're very happy to have him as the guest in the guest chair.

01:23.39

BRIAN

I appreciate it and y'all part of the reason why I invited sea on hers because I knew he would do this to me is that he would put me in the hot seat and because I have in and Sean himself if you can just give everyone a little bit of background he yourself as an actor because you have a really I think really wonderful and awesome incredible resume. Just give them a little sense of.

01:32.23

Shawn K Jain

It's right.

01:41.43

BRIAN

But you're up to and who you what you're about.

01:41.85



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Shawn K Jain

Yeah I honestly when I was like in my twenty s I thought I would never act again. I um, acted in growing up as a child. not not professional I was not a child acted professionally I'm not that messed up but I then i. Acted in high school and in college and then I stopped and I moved on to other things I got interested in politics in communications work marketing and I did that for 7 years and then I realized I really missed acting and I was living in Washington d c and I started taking classes and started acting professionally. And then went to grad school for acting and then came back to New York and I've been here for over 4 years now pursuing acting and it's been It's been a really great year I'm able I did not think this would be possible perhaps ever but to make my living from acting from you know.

02:31.22

BRIAN

As yeah.

02:31.89

Shawn K Jain

Yes I know Tv work commercial work voiceover audiobooks um, all all of that. So it's been a really ever really ever since I started working with Brian it's it's been really great and and yeah so I'm I'm yeah, that's me.

02:43.44

BRIAN

Great right? I'm so glad you're here and part of the reason again I want to have you here is because I want to talk about something I think a lot of actors really feel like is distant from them and I promise you I'll hand back the mic host and like the mic the the hosting microphone on 2 seconds Sean is that yeah ida.

02:59.89

Shawn K Jain

Um, yeah I didn't ask a question here just talking.

03:01.90

BRIAN

Want to just start us. Also we guess it's container is I think ah I want to talk about offer only and the reason why this is so important to me because I think I'll just share with everyone before we get started is one of the only things So I you know quit being an actor when I realized that coaching people was what I really loved doing but I will say that.



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03:05.42

Shawn K Jain

Yeah.

03:20.29

BRIAN

1 thing I miss about acting is the perverse thing. That's not good to miss about acting which is the little piece of competition or idea that you're getting ahead because someone else is behind or that little that can show up from time to time when you're like. Oh I got it and there's a sense of like I beat out other people and that can happen from time to time when you're acting and there's a little bit of pride that can come from that which I totally get but at the heart of it. You know the jobs that I loved getting the most were ones where someone just called me up and said Brian will you come do this job.

03:49.30

Shawn K Jain

M.

03:52.12

BRIAN

And I think that we we believe that offer only or be getting an offer is something that happens when you're Nicole Kidman and that's not something that you can achieve until you're at that level and that's part of why I wanted to have this conversation. Of course, there's you know this class coming up and and next week ah to help people achieve that but I wanted to talk about the concept of offer only. Ah. Because it means you have to let go of the idea of competing at an audition and I think that that's also like a weird thing but I'll pass now pass the mic back to you so you can ah you know, put me through the ringer here Sean but I wanted to just kind of set the stage.

04:21.88

Shawn K Jain

Yeah, yeah, so I mean you know offer only um, you know? do you recommend that I go to my agent or manager and say. Um, I'm only offer only now and and and that's you know, just send them my head shot and my reel and I'm going to go on vacation and I'm never going to audition again. I mean how how does that work functionally. Um, unless you're Nicole Kidman because I do think that's probably what Nicole Kidman gets to do.

04:44.95



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BRIAN

Yeah, so hell no Yes, yeah, yes, it is so ah, heck no, do not do that offer only maybe a little bit of ah ah a misnomer in that way. So what I mean by offer only is if we can think of ourselves as living in a.

04:55.77

Shawn K Jain

Yeah, yes.

05:00.91

BRIAN

Is being in a space in our career where we've established enough of a track record or reputation that we can get jobs without having to audition and before anybody hears that and thinks like why I don't have enough credits or and that is not actually true. If you have any professional credits. This is a space you can already occupy. So really want to make sure that we know that the actors that we're talking to here are not actors who have only achieved a lot at this point I really want to make sure that that's clear because my suspicion is you've probably worked at a theater or you've done a commercial or you've been on Tv you've had some kind of work where a paycheck was attached to it or maybe there wasn't even a big paycheck but you'd like to work there again and remember. Everyone who is next to you in this business is hustling at the same time. One of the ways I like to say this is if someone has a website they are hustling if there's a director who has a website if there's a castne has a website. You don't need a website when you're no longer hustling. So. It's a good way to kind of to like understand who is in the land of.

05:43.94

Shawn K Jain

M.

05:55.49

BRIAN

Working to get jobs working to get work and so when I think about offer only it really is someone who says it's it's believing and building on the relationships you've built so a lot of times I think and you know you'll book a job and you'll do a great job on set and wow that was awesome I got my paycheck and look at this look at the commercial or look at me on that. Ghostar that guest star and there it is and Tara end of story and I'm on the next and I think where most performers fall short is building on those relationships and I say that. Really lightly because there has not been a lot of training around How do you maintain a relationship when you're not standing in front of someone shaking hands with them like what do you even mean and I would say most people like long distance relationships are hard like there's a lot of



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reasons to back up the idea that when you're not with someone. Does the relationship actually exist I bet a lot of us are good with this with our parents for example, but I bet you there's some cousins and auntts who don't hear from you that often I'm just gonna say so when I think about offer only to me it is correspondence with people you've connected with in the past and I think the first thing actors often.

06:46.89

Shawn K Jain

Um.

07:00.73

BRIAN

Believe about themselves and this is for any creative really is oh yeah, but it was too long ago or is it too late to reach out or are they even going to remember me and those are just questions to keep you from stepping into this new way of being so I don't know if I answered your question clearly enough, but no, don't go rent to your agents and say I'm now offer only.

07:03.65

Shawn K Jain

Right? right.

07:20.21

BRIAN

Because I often think what happens is you usually would get an offer from someone outside of your representation and then you'll have to just loop in your reps and say hey you know can you help me with this contract I also want to make sure anybody who hears this this isn't only for people who have representation when you're thinking about offer only I will say for a long time in my career and I was in New York

07:23.49

Shawn K Jain

Sure we have.

07:38.32

BRIAN

And when I was in New York I was freelancing with 8 agents at 1 point which I don't recommend but I would have 5 auditions a day and a lot of times I was getting auditions because I'd stayed in such close contact with those casting directors by



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reaching out to them and thanking them for my callbacks and thanking them for my bookings and thanking them for the auditions.

07:49.99

Shawn K Jain

M.

07:57.93

BRIAN

So that the reason why I was so popular amongst those agents I was freelancing with was oh Brian's getting into these offices all the time and it wasn't just because oh he's got a great head shot. That's not why it's because those offices knew who I was and that is what comes from offerly so I want to make sure that we're saying like offer only helps the 2 levels 1 is.

08:09.85

Shawn K Jain

First yeah.

08:17.78

BRIAN

Getting the offer in 2 getting more auditions when it's the straight route to an audition.

08:20.63

Shawn K Jain

Great and so it sounds like the course you know it's really about kind of maintaining maintaining relationships. How to how to build and maintain and grow relationships in the industry. Would you say that that's accurate and kind of. You know without without us doing the course right now I mean what are kind of some of the top line tools and tips that you have for folks maybe who are just listening or watching.

08:36.80

BRIAN

Yes, sure. Yeah, so I think one of the biggest takeaways to hear is this is an intensive. So what that means is this is different than other things I've taught before so those of you listening taking classes with me or whatever this is an intensive. We're gonna do the work together. This is a 3 hour class you're not going to be sitting there just writing it like like you're at an sat or something. A 3 hour class I want to put you into breakout groups with very clear directions so that by



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the end of this class. You'll have the starter email that you can use to send to anyone in your in your network like it's a paint by number system. So that once you've got this email drafted. You're going to be able to use it and many many with any connection you have in the past.

09:09.36

Shawn K Jain

And.

09:17.32

BRIAN

And the part that I think you need to just like believe into now is no. It is not too long ago and it is never too late to say. Thank you so those are the 2 tracks we're going to run on is connection and thank you and those are the 2 tracks that I think build relationships.

09:21.90

Shawn K Jain

Yeah, yeah.

09:33.12

BRIAN

So in this class like I'm gonna give you the mindset around it and then we give you the system to keep in track with it. But I wanna also just before we just get there is the belief in whatever you did in your past build a reputation needs to be foundational to this because.

09:47.51

Shawn K Jain

Um.

09:50.61

BRIAN

We and I was talking to an actress today and she was saying like I kind of botched it on set last week like they threw all this stuff at me all of a sudden and I felt like I didn't do a great and so I feel weird about saying thank you and I was like can you walk me through what actually happened on set. She's like well all of a sudden it was my take was first and it wasn't supposed to be and then they decided they were gonna have me improv and Dudada done I said okay.



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09:57.60

Shawn K Jain

Ah.

10:09.10

BRIAN

I Totally get where you're coming from of why internally I know that the actor on set is going I'm trying to get this right? I'm trying to get this right that especially when it's that kind of a set where like suddenly you're imp improving and like you right in all that's going on. You're like at the race track while the directors like do this do this and yelling behind the camera and maybe you can hear them. Maybe you can't but at the end of the day they got their take.

10:11.22

Shawn K Jain

Right.

10:27.41

BRIAN

And so I said for that kind of a conversation. There's no apology what there is is incredible pride and so I said you can tilt your hat at the beginning of the day was a little weird but you say that by saying wow! Thanks so much for the opportunity to throw me right into the lines at the first thing in the day I loved.

10:29.78

Shawn K Jain

Yeah.

10:43.86

BRIAN

Improvising up there and glad we got there. Thank you so much opportunity. This is a very small business I look forward to connecting with you again soon. So that you're really not apologizing but you're saying yes to the challenge that was there and this isn't to paint a rosy picture on something that was actually hard for you.

10:57.20

Shawn K Jain

Of course.





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10:59.10

BRIAN

But we're trying to build a relationship. We are not trying to apologize for who we are and I don't think unless you like shit the bed on set I don't think you need to send that kind of an email right? unless you really like bitd it right? Yeah, you did a hundred takes and you couldn't say the line once right like then then we have problems. Yeah.

11:04.60

Shawn K Jain

Ah.

11:08.76

Shawn K Jain

You were fired. Yeah, yeah, right, right? right? and you know so it sounds like I mean I think those of us who are who are actors mean you know we're we're used to risk taking many of we've all taken risk just doing this as a career. Um, going on stage I mean people who are not Actors. You know, generally are not comfortable going on stage. So talk a little bit about how auditions are kind of the safe way to go about ah pursuing an acting career versus.

11:38.86

BRIAN

Um, yeah.

11:42.38

Shawn K Jain

Ah, you know that some of the things you're going to talk about and become offer only are maybe a little bit more feel at least more vulnerable or risky.

11:48.20

BRIAN

Yeah, that's really such a good point because as an actor you knew from the day you kind of got the message be an actor.

11:58.51

Shawn K Jain

Right.



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11:58.86

BRIAN

Auditions are going to be part of my life So Whether or not you love auditions right? Now you've at least had a chance to acclimate to the temperature of the water you're in right? You know the so you know the temperature of the pool of auditions and you've done Enough. You're going to audition way more than you're going to Book. We All know that So At least you get the repetition of the kinesthetic experience of that over and over again. Whether that's a self tape or you're putting it on tape in the room. So the idea of building a relationship outside of an audition or outside of being on on set can feel super foreign or like a new frontier and very vulnerable because you're gonna want to put something into the mail or put something over email that is saying I believe in this relationship that we've started. And I believe in the work that I've delivered to you so far and that is vulnerable both because it feels like oh no do I need to ask for something and I'll just give this point to everybody right now when you are being thankful for something you are never asking for something in the same email gratitude lives on its own. So That's one point is take that away from today. But.

12:42.54

Shawn K Jain

E. Yeah.

12:54.60

BRIAN

The reason why I think that auditions are the safe way is auditions are going to be the thing that do happen. Yes I know everyone wants more all the time. So I don't want to acknowledge I'm not going to deny that. But the thing that most actors can be challenged by or will drag their feet on or will never do is to transact in the currency of connection.

13:12.95

Shawn K Jain

This is.

13:14.56

BRIAN

Which is I know you we work together. That's awesome I can't wait to the day it happens again and the laguaging around that that's a lot of what will happen in this workshop I think because when sometimes you you crack open the language for this, you suddenly feel more authentically yourself and too often I think where we have a difficulty with this is. Feel like I'm asking for something or is it okay to email them and there's a lot of like permission asking here and if if you take off the



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actor hat for a second and be like if I was a realtor or I worked at a bank none of these thought like we have to email each other to get business done. It's what we do we email each other and realtors are sending you stuff in the mail all the time. Anybody who lives anywhere. You're probably getting like us. Ah, magnet or whatever you see a bus side or whatever right? So like we have to have our version of it in our version of it I mean I think the gift of it is I mean this is really tricky for Brian breaks character listeners. There's a lot of actors who aren't doing this so the actors that do move themselves ahead very quickly so you can see. Return I'm putting in this kind of investment in the relationship outside of just the audition really quickly because so few actors are taking this action which isn't me wishing that you know other actors don't take this action. This is me just like acknowledging that this is really in a big currency that you can transact in I think and I'm using the word transacting here. Not to mean money I want to make sure everyone clear. This is just like how we connect you're building a context for a relationship and I'm certain that anyone listening right now is already thinking like oh yeah, there's that one director or that one producer or that one and then if you sat down for an hour and you said let me make a list or if you sat down with your resume. You're like.

14:38.96

Shawn K Jain

The.

14:46.30

BRIAN

Who's the writer director producer on each one of these projects that I worked with and oh my gosh Do I have the call sheet from this project and then you're getting all these names and a lot of times I think going on a little bit here because I think a lot of times an after will write off like student films that they've done like I will just share one of the student films that I did at Enway you the dp for that film was one of the.

14:59.12

Shawn K Jain

Right.

15:05.80

BRIAN

There was a real casting director attached this film I remember because it was an Mfa and that was one of the reasons that I auditioned for it the dp on that film just shot shot the mark ruffalo series on HBO I know this much is true right? And then it was another Nicole Kidman film he did so we have to remember that everybody's moving up.



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15:20.81

Shawn K Jain

Exactly.

15:22.40

BRIAN

Those are the the people around you those are the ones you've been waiting for to steal from I Think that's an indigenous ah prayer chant that I read once the ones you were. We are the ones you've been waiting for I Think that's an interesting thing to think about.

15:32.94

Shawn K Jain

And and how do you advise actors to approach it. You know if you know they feel like they don't have a booking lately. So if you have you know what? what are you sharing with your network if you know you don't have something you can brag about or I was just on this show or I was just. You know doing this What? what?? what? sorts of things. Do you recommend Actors talk about in that in that in those situations.

15:56.54

BRIAN

Sure there's 2 things I want to say one is the river that your entire career needs to run on is your actual work so to me what that means is where can I see your work is there a real is there a self tape is there something I can watch because the truth of it needing to be recent is.

16:05.35

Shawn K Jain

E.

16:15.28

Shawn K Jain

Right.

16:15.94

BRIAN

Not as important as me getting an email from you and I can go look at a little bit more I can see a little bit more of you. It can remember why we worked together

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remember the spot we did together remember you as that guest star because the work you do is what needs to stick. That's the sticky stuff we need so I can call you into do something else or offer you something else. That's the stickiness the acting so that's one river is that piece and then the other is I think the need for something to be recent who we can retire this limiting belief. It'll be so helpful to you? Um, we. As a performer I think you want there to be something recent to talk about because it makes you feel engaged in your career awesome and I really and I want that for you the job of reaching out to other people isn't showing that you're working every 2 seconds the job of reaching out to other people.

16:55.76

Shawn K Jain

That's right.

17:07.80

BRIAN

Is showing that you're a reliable talent so that does not mean it has to be recent So one of the things that I think almost always helps actors is oh, there's no way that everyone you've ever worked with has your resume memorized. Okay, so I love it when an actor goes I wanted to share this.

17:09.80

Shawn K Jain

Yeah.

17:20.34

Shawn K Jain

Of course.

17:26.86

BRIAN

Costar spot I Did four years ago because I was thinking about it the other day and I Love Da da da da since then like you're you're literally just giving us more context to understand something about you as an actor or I want to share one of my favorite theatal experiences here's a picture from it because clearly you're probably not going have film from a Tv show or ah, a play that you did. But when you're talking about this is this is the key here when you're talking about the character you played in that piece and that play let's say I am clocking something about your castability something about your branding I'm certainly clocking your passion for the creativity for you for being an actor just remember your passion for being an actor. Isn't what I transacted I'm a casting director I'm a producer I'm a writer I transact



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in I'm a director right? I transact in your castability and what you play in your talent So be Mindful. We can also be like I'm so excited and um so the passion piece is a little like Man. We're good on that we get to your passion or you wouldn't be reaching out at all.

18:04.91

Shawn K Jain

This is her.

18:24.27

BRIAN

It's more important that we brand ourselves and branding yourself doesn't mean it has to be recent so that's where I think that we can really let go of this idea sometimes even I think that an actor will will sacrifice I Recently booked.

18:27.90

Shawn K Jain

A.

18:36.53

BRIAN

X Y Z which doesn't fit with their normal castability at All. It's not what they would normally do and they'll put that in their newsletter to the confusion of the people who might receive it or to the confusion of I'm not talking about newsletters and become offer and I'm really talking about building relationships continuously so I want to building a relationship that you've let kind of Stayle grow stale in a way but I want to just add into this. The idea that the the having being memorable is more important that you're being recently working. Yeah.

19:00.83

Shawn K Jain

Right? Yeah I think that's such a good point I think you know you basically what you're talking about is like recency bias you know and I think we we all have that Oh I know Thank you? Yeah there we go? yeah.

19:08.50

BRIAN

Yes, nice word. Yes see I knew you went to harvard there. We go. Ah.



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19:14.11

Shawn K Jain

No, but you know we all do that I mean we think about who we've worked with or we think about who we're connected with. We just scroll through kind of who we who we texted recently or whatever. Um you know and for me like the biggest acting job I booked in my career was someone I reconnected with from college who I hadn't been in touch with for maybe 108 years you know and I and I got back in touch with them not because I was like can I get a job you know, but like I just went to coffee with them and and was a human being and you know was like and you know, kind of rekindled a friendship and then they referred me to something but without me even knowing um and that's just I think.

19:37.10

BRIAN

Um, yes.

19:44.57

BRIAN

Um, yeah.

19:51.45

Shawn K Jain

Once you kind of start this practice. It becomes sort of habitual and I think that without you it becomes you know you have to build the habit. But I think that's that's such a great way of thinking about it that that you you are more and you know more people than just the people you've interacted with in the past six months or three months or whatever.

19:56.10

BRIAN

Yes, well what you said? yeah.

20:07.40

BRIAN

Yeah, and what you're saying about the habit I think is so important because it does need to be a habit I can't be like I did this once the relationship but then the other thing is is in this is the part that I think that when you do this you like the person who you are in your business and you like yourself better.

20:11.19



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Shawn K Jain  
Yes, yes.

20:23.88  
Shawn K Jain  
Yes.

20:25.30  
BRIAN  
There's a part where I think a lot of actors want to be the actor who is engaged with the relationships. They've made in the path past and they've just never been given a system to do that so that they can feel like this is actually moving the needle in my career and it's worth investing some time and that's what I give you inside of become offer owner is creating a system The foundation for a system where. You are being who you want to be in your career because you believe into the idea that relationships will actually make things happen I think we have a lot of people who are saying like it's all about relationships. It's all about relationships. But then it's like cool and then what do you do to maintain the relationship in a way that feels not slimy or gross or like networking. Cause we can toss that word around right now but we're actually talking about is like being a person with another person and saying we're in the like everyone who works in this business is challenged by the hustle. Let's not unless you know their name right now and they're that famous the lighting designer the custom design the make every single person is hustling right? and so that is a.

21:09.74  
Shawn K Jain  
Ah.

21:22.70  
BRIAN  
Beautiful truth that we can all rely on that says hey I know we'll see out there again. The business is busy and it's but it's also a small world I'm looking forward to the day we're on set together like that's something anyone can say with certainty and so I believe that when you you start this habit it becomes like wonderfully addictive because you really like who you are and how you're showing up. And then what I see is actors who are saying things like I didn't have to audition and like there's a little bit of like I always hate it when actor goes. Yeah I got this part but I didn't have to audition like they kind of shit on it because they didn't have to audition like no, that is what we want. That is what we want. We want someone to call you and say do you want to do this job I remember I had this audition for this commercial long.





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21:53.18

Shawn K Jain

Ah, yeah, because I right right? I.

22:02.70

BRIAN

Was when I was doing commercials that I had this audition and didn't book it and then I got to set like I don't know three years later on different set and the director said to me I don't know how I stay in touch with the director. They must have given us the information at the callback because the director said to me on the set three years later yeah Brian you know I really remembered you from duhdadada audition and I was literally in mind like I do not know.

22:06.39

Shawn K Jain

Oh.

22:18.54

Shawn K Jain

Have no memory.

22:21.59

BRIAN

Why you know me but I must be doing a good job part of part of what we talk about become offer only is the first so that was obviously late latent late me connecting with them because I would have remembered if I did but there's like the how do you deal with the later people how to deal with people who you've just auditioned for had connection with how do you deal with someone who've only met or met.

22:23.54

Shawn K Jain

Yes.

22:29.12

Shawn K Jain

Yes.

22:38.96



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BRIAN

Over a self tape which I think is so tricky to kind of how do you manage that communication and then how do you stay in touch consistently after that so that it's not cloying. It's not annoying and it does build the connection without because you know we all have been thrown on people's newsletters and been annoyed like why am I getting your newsletter all of a sudden.

22:39.24

Shawn K Jain

Yes.

22:57.51

BRIAN

You can't That's not going to build the vibe of a great relationship if you're just throwing people on your newsletter without any thought perspicacity around the relationship before that.

23:05.34

Shawn K Jain

Yeah, and and what what do you say about actors or people who might be feeling kind of overwhelmed or who think about you know I mean you know you know I used to work in marketing. So this some of this stuff comes a little naturally to me and other people. But for actors who are you know, very focused on the craft.

23:16.36

BRIAN

Sure. Yes.

23:23.20

Shawn K Jain

Focus. Yes's very focused on the craft that just want to be in the rehearsal studio all day and I'm doing a voice. Yes I'm hearing the voice that they use. Yes, um no, but yeah I mean what do you do? I mean because I mean in fairness I mean none of us become actors because we want to be you know marketing I mean.

23:26.44

BRIAN

If we use that are you doing the voice for acting right now.



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23:37.50

BRIAN

No.

23:42.70

Shawn K Jain

People may become realtors because they want their face on signs I don't know that's true. Sorry to the realtors out there. But but ah I guess my my point is you know how do you help actors kind of get out of that mindset that you know I don't want to think about the marketing part I Just want to do the auditions.

23:43.95

BRIAN

Yes, yes yeah.

23:54.66

BRIAN

Yeah.

23:59.86

Shawn K Jain

Dude I'll you know, just do the auditions and I will get noticed when it's my time.

24:03.23

BRIAN

Yeah, so I I Love my actors who are rolling around in black in rehearsal studios and wearing their masks and doing the voices and being animals. Hello You're my people but I will say to you. There's a world that we're in and there's you can pretend that you're not here. But the truth is we need to know that you exist and I wish that you could be discovered for your talent alone and the problem is this is the problem. We hear a lot of stories of people who were and usually if we drill down. That's not exactly the full story. They've had some training they went to this manager like there's usually something there but those.

24:22.30

Shawn K Jain

That's right.

24:40.15



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BRIAN

Being discovered on the street kind of stories or after this audition everything happens stories are much more interesting to tell so that's what you get to read in vanity fair sometimes. Also I don't think that things like Tiktok and Youtube help us in this area because those areas are like I'm doing something around creating content in a very specific way and that has gotten me discovered. Yeah.

24:49.61

Shawn K Jain

Um, right? Well Also that's a lot of work I mean those people are those people are working harder than any of us. Let's be real.

24:57.81

BRIAN

Yeah, yeah,, let's not pretend. This is not right working their butts off. Yes, Yeah yeah, yeah, yeah, totally So What I like to say to that person is there's a responsibility for you to tell biggest important stories and it there is a safety. In remaining in your craft only that isn't to say that I wish that everyone could just be discovered for being the painter out in the field all the time. But I Also believe that you know you know that that words it's painting and acting all the time right? So like I think about Van Gogh right? is I liked I Love Van Gogh and to think about like painting and painting and painting. There was he wasn't painting because he knew his painting would be hung on a wall in a gallery. It's funny because they needed to get it right for himself. That being said, we want to also affect change with our art if you're acting in a studio all the time then it is not then you're a different kind of artist. You're not an artist who's interested in.

25:37.86

Shawn K Jain

So that's right.

25:54.73

BRIAN

Making people feel something or having an impact in that way or maybe you've cut off that space. So I always' want check and say is there any of this that might be a tiny bit selfish and I said that with a lot of grace because I know that marketing is not fun. So part of where I want to come from in this in this mindset around marketing is there's only 3 things you're going to be asking someone to do with any kind of marketing. Notice something feel something or do something notice. Something might be like notice my castability and so while I know that you know your castability can feel like circling the airport until you kind of get an answer to what that is all we're trying to do is give them a taste with 1 of the emails that you signed.



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26:21.82

Shawn K Jain

Um.

26:31.97

BRIAN

Keeping in mind that this isn't going to be the only email you ever send or the way you connect with them forever Just a little taste of what you offer, Um, another way is to feel something so feel something might be I'm going to share some kind of self tape or something that I've done in the past or a video where I want them to chuckle I Want them to laugh I Want to tell a funny story. It could also be a funny story from set. Right? That do I want to make give them a chuckle I Want to bring some lightness to their door I don't think we're usually trying to make someone feel pain with our marketing messages. So I'm not trying to go there with us. Okay, and then the last thing is is do something and do something kind of connects to clicking you might, but it might be like I have a show coming up and I'd love you to come.

26:59.65

Shawn K Jain

Yeah.

27:03.70

BRIAN

Here's how you get complimentary free tickets for me or here's where you can click to watch a taste of it or watch the teaser so that's a little bit connected to um to noticing something but I think that doing something it might be like I want you to attend or I want you to come. Those are the 3 things tracks I like to drive on and so if you can take out of.

27:15.56

Shawn K Jain

So yeah, right.

27:20.21

BRIAN

I Need to put myself out there I need to put myself out there like which is not a good feeling but I just want to make someone feel something I want to ask them to do something when a request I Want to ask them to request them to notice something and it's a request. Think of it if you can think of like even putting that word in front



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of it. It's a request for them to notice something. They don't have to I'm going to give the dignity of them even being okay to delete this email. Um, and also feel something might be to feel gratitude for me, not that I'm expressing gratitude to them but to feel appreciated right.

27:44.41

Shawn K Jain

Nah.

27:47.51

BRIAN

So we can drive on I mean hello everyone listening is probably taking an acting class if they're an actor here. You've heard an objective before so your objective is to make them feel something to do something or to notice something. So if you want them to feel appreciated how much easier is it to write that messaging. It takes out a lot of the noise and then the other thing is and this is a good trick So write this down everybody.

27:58.63

Shawn K Jain

Absolutely yeah.

28:07.35

BRIAN

Don't think about I'm going to write to everyone I've ever connected with you got to pick one person and once you write that one messaging which is what we do inside of this workshop. It suddenly becomes so much easier to write all the other ones sometimes I feel like we're trying to write to all of America which if you've ever like if you've ever.

28:16.61

Shawn K Jain

So.

28:24.61

BRIAN

A commercial audition. You're like and I'm now going to say this commercial to all of America you look bad. It's not no one talks to all of America unless you're the present right? So or unless it's a spokesperson spot right? You're not being that you're being super authentic here so you want to be speaking to a single person the



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same way you prepare for a monologue. So some of this is very actory. So sometimes I think that can be the way in.

28:32.20

Shawn K Jain

Sure.

28:44.19

BRIAN

For that actor who loves the craft to the detriment of saying yes to the business.

28:47.92

Shawn K Jain

Yeah, and I actually would push back on this I Think that's all great but I would push back on this idea that marketing isn't fun I do think that if you can that if and I'm not saying that just because I you know I've like drank the kool-aid of marketing or something I mean I you know there's a reason I left that career. It clearly wasn't that fun.

28:53.16

BRIAN

Great.

29:04.45

BRIAN

Ah, yes, yes, yes.

29:06.53

Shawn K Jain

But I Do think if you can I mean it's like anything else in life. I mean if you can find a way to kind of gamify it or to have you know to tap into the same creativity that you tap into as an actor and tap into and and also about you know you know connecting with people that maybe you've lost touch with or finding ways to say connected. If you can tap into it being about that and not being about you know this gross word networking. Um but really about kind of you know, cultivating or whatever you want to call it. Um I think that it it can be fun. It doesn't have to be drudgery. Um it probably shouldn't be drudgery.

29:29.82



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BRIAN

Yeah.

29:40.89

BRIAN

Yeah, no, it should and I'll just say this I know I would I love that you said this marketing doesn't have marketing can totally be fun and I think the word marketing might rep rep some people the wrong way even the same way that branding or networking all those things so really like change the words like connecting with people or staying in Bait touching base.

29:44.74

Shawn K Jain

If you're doing it right? yeah.

29:50.65

Shawn K Jain

Yes, yes.

29:58.39

BRIAN

But one of the things I think is important that you say is the first time you do this. It's probably going to take a little bit of keeping your button the seat in writing because let us not forget writing is also something I remember I'm Don know which which writer said this but you sit in a so chair and you bleed and sweat and then it gets onto the page. It's not going to be that hard. But I just need to be like writing is an experience of trying to take what's in your brain and put it on paper so one of the things that I always say and I will say this in my own is I record myself talking all the time to say what I'm going to say in an email or I will record or I will say it out loud in this room to see what it sounds like the emails that I think pack the most punch or the communications that pack the most punch are what it sounds like the way you really talk.

30:34.92

Shawn K Jain

Z.

30:37.10

BRIAN



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I Just want to just briefly say here. Not the way you're keykeing with your friends at a bar like we need to like really like talk to someone the way that we would talk with some clarity right? But I think that if we talk the way we really talk and we don't use all of our slang at times although sometimes slang in your email is great but we need to. It gives the person who's reading it a real sense that there's a human being on the other end of this because remember email of its own function is already electronic and not human and our goal here is to create a human Connection. So the more it sounds like talking the more.. The human connection is taken care of. Yeah yeah.

31:11.19

Shawn K Jain

Great, Great and and I mean it's you know you are like a a very mannerly person. You know it sounds like you have ah I mean I know from from taking your courses and I you know I've never written so many fucking. Thank you notes in my life. Ah you know, Thank you notes and you know. Ah, So why? What do you say that that makes us dangerous. What do you mean by that.

31:30.60

BRIAN

Yeah I Yeah I love saying that Manners make us dangerous. So here's what I think so let's talk about the actor who's listening to this right now and is literally what's to turn it off because they don't want to think about this So I'm talking to you right now who's feeling. Yeah, if you're still listening those of you feeling all the resistance about even saying yes to something like this to saying yes to.

31:41.34

Shawn K Jain

And yet they're still listening.

31:49.38

BRIAN

Connecting with people you've met with in the past you can't if you take yourself out of the equation and if you believe in having good manners or etiquette. Then I think you can say oh it's just Manners I Have to say Thank you. That's like part of my job because I have good manners. If you take yourself out of that conversation I think it can make you beautifully and wonderfully dangerous about being seen because I think a lot of it about yourself is like putting yourself out there putting yourself out there. It's like doesn't feel good all the time. But what if instead of putting yourself out. There. The thought is oh this is just good manners. This is what I do I get an audition I send Thank yous.



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32:11.61

Shawn K Jain

Mm.

32:23.71

BRIAN

Book something on set I send thank yous to everyone I met on set I send a thank you to the cashr this is about you being I always say like you know Downton abbey victorian mans like we are having good manners and then it takes because you can always lean on manners being the reason why you sent it instead of you.

32:35.16

Shawn K Jain

Right.

32:40.39

BRIAN

Making up the stories. What looks like I want something from them or da da da da da da all the reasons why it's a problem so that you can use I Just think that Manners can become the reason why it's because I have good manners period end of story. No no more thought beyond that and so I like that.

32:52.22

Shawn K Jain

Yeah, and and Manners are the Baseline and and then so it's like when managers are the Baseline then it also removes any sort of expectation that oh I'm going to I mean I don't expect a thank you? Ah when I say thank you that I'm going to get a reply and so when I do get a reply.

33:02.88

BRIAN

Yes.

33:06.38

Shawn K Jain

And sometimes I've gotten some very thoughtful and lovely replies. Then it's only just then it's like a cherry on top. Absolutely yeah.

33:12.19



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BRIAN

Gravy frosting cherry on top. Yeah, a totally unnecessary. Yeah yeah, and what I will say is in and ah there is a little bit of self work to do around I'm clicking send without needing a response and so sometimes I say you might need to like write that email walk away from it and don't click send until you know it's okay that you're not gonna get a response like if there's no question Mark in your email.

33:19.35

Shawn K Jain

Yes, yes.

33:28.75

Shawn K Jain

Yeah, right, right? right.

33:29.30

BRIAN

You don't need a response. Yeah, so have to remember that this that's not what we're asking for here so you so so what I would just make sure is your track record isn't by the number of responses you get your track rate like you said you gamify this. You could say I'm going to make sure that I send 5 Thank you emails in this week or in this next to like that's a great way to think about it.

33:39.91

Shawn K Jain

Um, absolutely, that's right now. Um, we'll talk about we have this upcoming. Ah this ah become offer only intensive.

33:55.90

BRIAN

sure sure yeah let me give you the more details. So it's ah, there's stuff of 3 different days Monday November fourteenth Tuesday November Fifteenth and Wednesday November sixteenth it's 3 hours of course we're gonna take breaks in there.

33:55.68

Shawn K Jain

What is it all about tell us a little more of the details about it.

34:08.12



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BRIAN

And in it I'm going to walk you through a system to creating a foundation for a system for reaching out to people who you've connected with in the past whether that's on set whether that's a self tape whether that's an audition and creating the foundation for both the personal contact you have with them and then. A system to stay in touch with them going forward because like we said it's not a one like a not a one and done right? And how do you do that thoughtfully with a system that doesn't make them not feel human and so that's what we're gonna create within this and part of what we'll do in this because it isn't intensive The reason why I made this inintensive I Want to be very clear isn't because I'm like.

34:33.21

Shawn K Jain  
Right.

34:41.91

BRIAN

Let's just be together for 3 hours it's because I know this is the work that an actor will slink away from that will get so that will go to a free class and then pull away from and not take the next step to really execute it. So that's why we're gonna be together in 3 hours and you will leave with like I'll actually think of as a pink by numbers email that you can use.

34:45.52

Shawn K Jain  
M.

35:00.50

BRIAN

Again and again to do the first step in this and then a system the foundation for a system to stay in touch with people ongoing so in those 3 hours you're going to leave with something really juicy that you can send on the same day and I think that's really exciting and if you go to become offeronly dot com which I'm really glad we got that? Yeah url I was pretty proud of that. Ah, you'll find all the details of how to sign up for that and spend this time with me. Um, the last time we did this people people's eyes were you know, really really wide minds were blown. People were exciting and I say that because at the end of the day. What I want is what we talked about earlier which is an actor is really happy with how they're showing up in the business.

35:18.34



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Shawn K Jain  
Nicely done.

35:34.75

Shawn K Jain  
M.

35:36.62

BRIAN

So if you're an actor who's like walking around like what should I do to get more auditions. What should I do? What am I gonna do with my energy right? as we're moving into the time for the holidays when it's a beautiful time to reach out specifically even this is a great answer to that question and an answer to that question that leaves you feeling like I am existing in my career I am not playing at it. This is what it looks like and I believe that this kind of connection system allows you to see dividends in years to come continuously because you're building relationships where someone's saying oh can you come do this reading. But you know Brian we got a spot and this has got a couple lines would you come do it on this day hey we have a commercial where you do that like this is what happens when you build this kind of when you build it. They will come. But only if you tell them about it is what I always say and I want to just think about this if everyone is listening. There are people who remember you that you have no idea that they think of you.

36:26.94

Shawn K Jain  
Absolutely.

36:30.00

BRIAN

Remember you from the shoot they're looking at the tape that you shot ten years ago because they're organizing files on their computer today and there is money in the bank that you're not even taking any dividends on right now and this is the first step at doing that doesn't matter how long you've been in this business. How short you've been in the business. Obviously you've been in the business for a long time. We got a lot more people to pick from. But honestly, you only need a few people that you stay in touch with for you to keep working and that's what this is about.

36:52.97

Shawn K Jain

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And and is it. Do you is it mostly email based or what kind of other tools I mean yeah I recommend gift giving is that you know what? what? where where? but what are some of the things you kind of.

36:58.60

BRIAN

Yeah, yeah, I like the question so it doesn't have to I'm not going to move into gift giving too much in this pro because this needs to be about the de rigor like this is the schedule of me staying in touch with people kind of system.

37:11.34

Shawn K Jain

Got it? yes.

37:13.74

BRIAN

So that but I will talk to you that it is mostly email. That being said, we all know that there's some people I'm gonna give you a plan for how to get like a method to get people's email addresses and then also a mindset for when you can't get it and how to react to that and then how do we take this and bring it to social media. Without becoming social media superstars that is not what this class is about it's about using social media to communicate so there is a place where if you can't find someone's email. How do I work the system and not end up in someone's dusty old Dms that no one looks at so that I can stay in touch with some of these people like because you know how you go in the like you're not friends with this.

37:29.39

Shawn K Jain

Um, absolutely yeah.

37:44.52

Shawn K Jain

Ah, is that your drag name dusty old dm that's good. It's a good one Halloween 2023

37:47.58

BRIAN

Lds. Ah, it's a good one that' the ldms. Yeah, she's got a show. It's called Hashtag um, so ah, but you know how you end up in that dm box where it's like they're you're not friends with them yet like how do we kind of solve a little bit of that. Um, and but I want to underline this for everyone is. Regardless, if they see it by you

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sending it something will happen to you yes I'll give you a system try to get it seen I want to be clear that but something happens to the way you show up and I just want you to imagine like let's pretend. There's someone listening who has great reps are going out all the time and a year from now you're like I think I want to upgrade my reps.

38:12.36

Shawn K Jain

That's right, no.

38:25.17

BRIAN

And if you have done this work for a year with this system that I'm going to teach you and you've got to plan how much more powerful you'll be going to these new reps and saying here's why it's time for me to get to reps that are a higher level here's what you need to know has happened in the pasture and here's you who you need to know communicates with me now. It's a different kind of fuel to drive on. Then what we're normally talking about um and that excites me of course, right? And then again I want to make sure the biggest excitement is like getting jobs with no audition like that's what become offer only means to me it is like literally hey you want to come do this job hey we've got the spot for you in the show that is the vibe that I want. For you so that? yes, you'll have auditions from time to time and then you're also getting jobs where it's like hey come do this That's how someone becomes in a space with like oh making my living from acting because people are hiring me again and again and again, that's what I want? Yeah yeah Thanks.

39:05.35

Shawn K Jain

That's right? yes.

39:10.24

Shawn K Jain

That's right that's right 100% well is there anything else I mean I feel ready to go but is there anything anything else. You want people to know any any other final closing thoughts.

39:14.59

BRIAN

Oh great. No I love it I think just Sean because you've taken this class before I would love to if I can turn the tables on you and just say are there anything like.



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39:25.10

Shawn K Jain

Yes.

39:29.21

BRIAN

That you took away from it or that you have questions about that are lingering from the last time that we did this kind of work together.

39:35.22

Shawn K Jain

My only question that that remains is and maybe the course has changed or maybe it's maybe there's something that I just forgot or something is that for me, the maintaining is always a challenge I think it's easy to do an initial reach out to kind of I think the maintaining.

39:47.42

BRIAN

Yeah.

39:54.92

Shawn K Jain

I Think it's easy to come up with something to say to someone you know and kind of to try that but really kind of doing it as a practice I think can sometimes be challenging for me and I'm curious what you recommend and in that regard.

40:03.82

BRIAN

Yeah, sure sure so a couple things I heard in there and I just want to make sure I narrate this for everyone who's listening. So 1 thing I'm hearing is it's easy for you to do that first one which is very personal right right? So great. Good great. You got that muscle grown. That's really great.

40:15.58

Shawn K Jain

Yes.

40:21.13





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BRIAN

Number 2 is you're saying it's harder for me to keep the consistent staying in touch because at that point I'm assuming you're kind of graduating into the level where you might be using something like a a newsletter I put in quotes but some kind of email that may be going to more than 1 person at a single time right right? So and one of the things we want to do is let go of what is that? Really great word. You use because I'm going to steal it recency.

40:31.50

Shawn K Jain

Absolutely yeah, yeah, yeah.

40:39.56

Shawn K Jain

Recency Bias yes.

40:40.46

BRIAN

Recency Bias Yes, we're gonna ditch the recency bias First of all, right? and so what that means I remember working on a newsletter with you that had to do about some audio books that you worked on and it was really meaningful to you and so one of the things that I take away from that and I hope that you did is.

40:47.13

Shawn K Jain

Um, yes, yes, yes, yes.

40:56.73

BRIAN

If it is meaningful to you. It can be something that you share in a newsletter because we will be able to understand you the performer a little bit better and the branding behind you because that's the essence of what Sean brings to set. So if we can ditch the recency bias the next point I would say is pull out your resume which one of these credits. Do people need to know about.

40:59.42

Shawn K Jain

Right.



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41:05.63

Shawn K Jain

Yeah.

41:16.24

BRIAN

Because they just imagined they were blind to it. The first time they looked at your resume I'm sure there's a role that comes to mind like they need to know I did this role and I can talk about this and then what I like to believe and this is where this is where there's like a suspension of disbelief a little bit.

41:17.28

Shawn K Jain

Um, yeah, right, right? right? yes.

41:30.92

BRIAN

Is as you write that newsletter by the time the next one comes along, you're gonna have something that has happened so you're gonna kind of bounce back and forth almost from I'm doing a branding one from my past I'm doing a recent thing because something has probably happened in the past two months I'm doing it. So if you think of yourself alternating it should give you a little bit more ease.

41:47.52

Shawn K Jain

Yes, yes, got it. Got it totally totally. Yeah.

41:49.90

BRIAN

Instead I feel like I have to come up with something new every single time that helpful. Yeah, great and then also I'll just share with everyone in become up for only I'm gonna share a bunch of ideas for how to position that so want to make sure this is not a class about just writing a newsletter. This is a class about connecting with 1 on one and then we lead you into.

42:01.36

Shawn K Jain

Of course.



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42:05.80

BRIAN

How do you consistently stay in touch with someone whether that's a newsletter or not. We can come up with other ways. But I'm gonna give you a bunch of ideas to play with in terms of when there's not this recent thing. How can I send something and what can I say so I'm gonna give you a bunch of like a brainstorm list of ideas you can use that as like I call it the ultimate list of ideas for sending an email so that you can do that without the pressure of. I have to do something recent and remember our manners. It's good manners for me to say hey here's what's going on with me I can't wait to hear from you so we have to lean into that piece as well. Yeah, cool. Thank you so much Sean for coming on being the host today I'm so grateful to be on your podcast.

42:34.11

Shawn K Jain

Great! Great! Thank you Oh well. Thank you, Thank you very much. Yeah, thanks to everyone and you know I guess you'll be the host again unless you want me to do this again I guess I can do it? Yeah I'm down. Yeah.

42:43.30

BRIAN

Good I'll come back I'll take my job back. What what I mean we might have you back I appreciate it right? Thank you so much on. And yeah, everyone if you ah if you have any questions about if you want to take a look at what become offer only is all about head on over to Becomeoff only dot com.

42:52.32

Shawn K Jain

And any time.

43:00.30

BRIAN

Take a look see if this sounds like what will open things up for you in your new way and if you'll get to be the actor that you want to be by taking these steps. Thank you so much on I I do.

43:09.20

Shawn K Jain

Bye. Everyone.