



GET MORE AUDITIONS

PLAYBOOK

EXPANDED VERSION



AMY JO BERMAN

THE IMPACT



THE FIVE FACTORS

1 _____	3 _____
2 _____	4 _____
5 _____	

THE GAME



WHERE

1 _____
2 _____





THE SEND

WORKING *WITH* AN AGENT



REP IMPACT FACTORS

THE SEND

WORKING *WITHOUT* AN AGENT



THE SITES





THE LOOK



THE STOPPERS & THE DISTRACTORS

IDEAS, INSIGHTS AND ACTION ITEMS



THE GOODS



1

2

3

4

5



STP: THE CHECKLIST



<input type="checkbox"/>	_____

IDEAS, INSIGHTS AND ACTION ITEMS

--



LTP: THE PLAYS



1 _____

2 _____

3 _____

4 _____

5 _____

IDEAS, INSIGHTS AND ACTION ITEMS



THE SYSTEM - ACTION STEPS

COMMIT TO YOUR SHORT-TERM PLAYS

- I will submit standout **BOOKABLE** auditions every time, no exception.
- I will _____
- I will _____
- I will add those CDS to _____ and add The _____ Play to stay on their radar
- Anytime I have a significant, meaningful _____ I will _____
- I will keep track of _____ and _____ so I can stay on their radar.

CHOOSE YOUR IMMEDIATE LONG-TERM PLAYS

DAILY: I will cultivate The Invisible Play by:

MONTHLY IRL: This month I will:

QUARTERLY A&B: The ones I'm willing to try first are:

-
-
-



• **Headshot Audit** •

THE TECHNICAL (Circle the number that's most accurate):

Is the lighting fan-freakin-tastic? (We can see you clearly and no "dramatic" or one-sided lighting)

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is your headshot in perfect, crisp, clear focus?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is there enough negative space around your face?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is the contrast high?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is there a POP of color on you or on the background or both?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

THE TANGIBLE: (Circle the number that's most accurate)

Is your branding CRYSTAL CLEAR?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Do you look like your headshot? (be honest)

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

• **Headshot Audit** •

Do you look natural & relaxed (not stiff/posey/uncomfortable)?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Are you wearing the right wardrobe for your brand "avatar"?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Are you wearing the right amount of makeup for your "avatar"? (If your avatar shouldn't wear makeup, circle 5)

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Are you wearing distraction-free clothing or accessories?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

THE INTANGIBLE: (Circle the number that's most accurate)

Is there a twinkle in your eye?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Are you "in there"?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Does your headshot tell a story?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Does your headshot make us curious about you?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Online Profile Checklist

Headshots

- 3-5 great, branded headshots
- OPTIONAL: 1-2 margin shots
- 100% Submission Clarity

ACTION STEP(S) _____

Pro Media Library

- 2-7 excellent clips of produced work
 - Shows range
 - Shows clearly defined brand (know how to cast you)
 - Are clips high quality
 - Is your performance outstanding
 - Do they have short, descriptive name saying exactly what they are
- 1-2-minute demo of produced work, showing either brand or range or both
- ALT: if no clips available, 2-3 branded, professional self-tapes
- ALT: Professional AF self-produced clip (on-brand)
- OPTIONAL: Skill clips
- OPTIONAL: Slate shot

ACTION STEP(S) _____

Credits

- Organized by category (Film, TV, New Media, Theatre) - (may be combined until you have enough to warrant separate category)
- Correctly described and/or labeled: Title of project | Size of role (not name) | Dir/Pro and/or Prod company or network (whatever is splashiest)

ACTION STEP(S) _____

• **Online Profile Audit/Checklist** •

Training

- Grouped by category (Ex: Acting: name, name, name, Auditioning on camera: name, name, name.
- Only professional level training (no high school or college - unless you're a kid or unless prestigious program that the business values; Ex. Juilliard, Yale)

ACTION STEP(S) _____

Special Skills

- Are your Special Skills CASTABLE SKILLS? Is each skill listed one you'd need to do on-camera and otherwise would require pre-shoot training that most people don't have?

ACTION STEP(S) _____

IDEAS, INSIGHTS AND ACTION ITEMS

***EXPANDED
PLAYBOOK***

***EXTRA
PAGES***



AMY JO BERMAN

● **Headshot Audit** ●

FIND YOUR SCORE:

ADD UP THE TOTAL OF ALL YOUR CIRCLED ANSWERS

TOTAL: _____

RESULTS:

- **If your score is 65-75**, congratulations, you have a Next Level headshot! Your headshot is distraction-free, represents your brand and tells a story that creates curiosity about you. Your headshot has the ability to stop the scroll and get the attention of Casting Directors! Woohoo!
- **If your score is 55-65**, your headshots are probably okay, but might benefit from an update. Depending on when you got them, and the results you're currently getting from submissions, you may want to think about entirely new shots. Or, you may consider going back to same photographer just to get a specific additional look or two that may be missing from your brand avatars.
- **If your score is 31-54**, you most likely need new headshots. They may look like you or be a nice/pretty/handsome photo, but might not be representing you correctly. In addition, they might have major technical flaws that could keep Casting Directors from stopping the scroll, seeing you and taking you in and/or some distracting factors. You'll likely get way better results from your submissions when you dial this in with new shots.
- **If your score is 15-30**, you absolutely, without a doubt, need new headshots. Before you choose a photographer and shoot, make sure you fully understand your brand and the exact looks you want to create. Also, make sure the photographer you choose has many examples of headshots on their site that fulfill all the requirements of a Next Level headshot, so you have the best shot at getting great results.

• **Demo Reel Audit** •

In each of the two sections of this audit (The Technical Factors & The Watchability Factors), circle the number that's most accurate. If you want to get more auditions, meetings & bookings, be honest with yourself in your answers.

After you circle all the answers, add them up & scroll down to get your results.

START YOUR DEMO REEL AUDIT:

THE TECHNICAL FACTORS [Circle the number that's most accurate]:

Can we see you clearly in every scene (lighting, focus, video quality)

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Can we hear you clearly in every scene?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is the sound even & balanced among scenes?
(ex. one isn't loud, while another is soft)

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is each clip approximately 15 - 30 seconds?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is the whole thing UNDER 2 minutes?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

• Demo Reel Audit •

THE WATCHABILITY FACTORS: [Circle the number that's most accurate]

Is your best clip up front?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is there a reason to continue watching every 10 seconds? (Be honest)

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Does it show your range as an actor?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Are you wearing the right wardrobe for your brand "avatar"?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

Is it representative of your brand and/or does it reflect the kinds of roles in which you're likely to get cast?

1	2	3	4	5
Not Even Close		Sort Of		Absolutely!

FIND YOUR SCORE:

ADD UP THE TOTAL OF ALL YOUR CIRCLED ANSWERS

TOTAL: _____

• **Demo Reel Audit** •

FIND YOUR SCORE:

ADD UP THE TOTAL OF ALL YOUR CIRCLED ANSWERS

TOTAL: _____

RESULTS:

- **If your score is 45-50**, congratulations, you have a Next Level demo reel! Your reel is easy on the eyes and ears, represents your brand, shows your range and the kinds of roles you've played/might play again. Your demo has the ability to give Casting Directors, Directors & Producers confidence in auditioning and casting you! Woohoo!
- **If your score is 35-44**, your reel is pretty darn watchable but might benefit from a few tweaks. Depending on the questions in which you scored less than a 5, you may want to think about moving your clips around, adding something new, losing something old. Or, you might just want to tighten the edit or the production value.
- **If your score is 26-34**, you most likely need a fairly decent edit on your reel and/or you might need to focus on cultivating some better/newer clips or aggressively seeking clips you haven't gotten yet. In addition, you might want to try moving your clips in a different order, shortening/tightening the edit and/or letting go of clips that are not up to your new Next Level standards. You'll likely get a much better response when you dial in your reel with some of the above.
- **If your score is 10-25**, your reel probably needs a significant overhaul. And that's a good thing because it gives you an opportunity to use your new Next Level knowledge to go at it an entirely different way so you can get the Next Level result you're looking for. Remember, it takes time to accumulate footage and get a reel together, so don't worry if this process is slower than you'd like. The results will be worth the time and effort. You got this!

IF YOU DON'T HAVE ANY FOOTAGE YET, WHICH OF THESE ALTERNATIVE MEDIA ACTION STEPS WILL YOU TAKE?

- Get DONE FOR YOU Reel (Stage 0/1 only)
- Record High Quality Self-Tapes
- Create/Produce My Own Original Content



NEXT LEVEL SUBMISSION CHECKLIST



- Headshot representing your brand most aligned with the role**

- Optional but HIGHLY RECOMMENDED:
Branded video clip most aligned with the role**

- Optional: Slate Shot**

- Optional: Skill clip that shows something needed for the role**

- Optional: Note/Comment: Only to give a piece of information which will help CDs cast you and not to express your passion for the role?**

IDEAS, INSIGHTS AND ACTION ITEMS



THE LONG-TERM PLAYS

THE INVISIBLE PLAY

- Consume mind-shifting books, audios, videos meditation, classes, live group coaching, etc.

THE SOCIAL PLAY

- Post consistently (acting & non-acting) Create/update target list; find/follow
- Like/share/comment w/questions

THE IRL PLAY

- Search your local area for events Ask people you know to be their +1
- Attend events + exchange socials with new connections
- Follow-up (DMs, offers of help, etc.) to maintain & grow connection with them

THE MULTIPLIER PLAY

- Upgrade your audition training to get more auditions from existing auditions
- Add ongoing coaching (group or private)

THE A&B PLAYS

- Search for auditions on social Enter talent contests
- Work for or intern for CD Join film & TV Orgs.
- Check union postings Hire a publicist
- Crowdfunding (rare but great) Participate in film festivals
- Bookmark CD sites look for submission opportunities
- Find/follow CDs who post casting on social
- Take classes with CDs who are actively casting
- Do theatre, improv, sketch (online/offline)
- Check university film programs (events/projects)
- Create content (TIKTOK, IG/YT, etc. - comedy)
- Create your own short/enter festivals