

KNOWLEDGE BOMB, S1, E6:
How To Follow Up With A Casting Director

4 Criteria to find the right follow-up for the right person at the right time:

1. What was the circumstance?
2. What is the goal?
3. What do they prefer?
4. What are your options?

Match circumstance to person, choose correct option

CIRCUMSTANCE (will dictate the value/emotional stakes/urgency)

- Pre-read
- Self-tape
- Callback
- Straight to producers/director
- Network test
- Booking
- meeting
- personal interaction

GOAL (will dictate your content)

- To stay on their mind
- To express gratitude
- To rewrite the story or circumstance
- To add a fact you missed

THEIR PERSONAL PREFERENCE (will dictate the medium)

- Ask them
- Ask assistant
- Snoop them on social
- Educated guess

MEDIUM: PHYSICAL OR ELECTRONIC (your medium)

- Physical (postcard, thank you note, gift)
- Electronic (email, social media, call from agent/mgr)

Examples:

CIRCUMSTANCE	GOAL	PREFERENCE	OPTIONS
Pre-read	To rewrite the story or circumstance (ex. look not right)	Snoop them	Have agent send picture with other look
Pre-read	To stay on their mind	Snoop them	Send postcard with news
Pre-read	To add a fact (ex. you have a black belt)	Asked Assistant (said email)	Send email with fact about black belt
Pre-read	To express gratitude	Educated guess	Send thank you note (snail mail)
Booking	To express gratitude	Educated guess	Send thank you note or small gift
Network test	To express gratitude	Asked Assistant	Send note
personal interaction	To stay on their mind	Asked them	DM them on Instagram