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You're Gonna Know Me: A Self-Promotion Blueprint for Actors

Ron Cooper

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You're Gonna Know Me: A Self-Promotion Blueprint for Actors Ron Cooper
You’re Gonna Know Me, puts the power of self-promotion your career directly into the hands of you the actor. Becoming an Actor is hard work, so give yourself the edge. This direct, enthusiastic guide for actors teaches you how to promote yourself and succeed. A professional actor is a business. To be successful you must understand how to develop and promote yourself. In this book you will learn how to utilize promotional tools and strategies to gain the winning edge. You’re Gonna Know Me will help you take control of the business side of your creative career. By acknowledging that self-promotion is vital to an actor’s livelihood you can have a better chance at success. This book is a guide to using many of those promotional tools and techniques that the actor can easily master for their own self-promotion. In You’re Gonna Know Me, Ron Cooper helps actors and others in the arts understand the power of branding. This guide walks the reader through the process of creating a personal brand and promoting it through every step of the process.

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