FREE FROM SECRET ACTOR SOCIETY

9 ways to attach an actor above your level

From my class How To Support And Get The Most Out Of Your Actors.

Hi, Kym here.

Making your own film? I get pitched projects too, and actors research you before we say yes.

So this is what we actually check... and over the page, how to get your cast promoting the film once they're on board.

Don't be afraid to reach out to people you think are out of your league. When you make it easy for people, they do more for you.

Kym

01 **Tighten the script.**

We'll attach for far less than our usual rate if the script is great.

02 **Offer something new.**

Actors get pigeonholed. Offer the comedian the drama, or the glamorous one the gritty role.

03 **Make a small role memorable.**

Meaty, pivotal cameos attract names. "Nothing" roles don't.

04 **Give the character layers in one line.**

"Her smile belies an ever-present sadness." It gives us a way in.

05 **Clean up your past work.**

We look up the director's past work, and the producers' old posters. I've turned films down because the posters looked cheesy.

06 **Show us the vision.**

I signed onto a feature after finding the director's proof-of-concept short online. I told my reps not to negotiate too hard.

07 **Ask the cast you already have.**

Actors know each other. No one thinks to ask the cast.

08 **Offer a credit.**

If their resume is bigger than the project, offer an executive or associate producer credit. Credits cost nothing.

09 **Just ask.**

A director thought a big celebrity would never do his film. Her manager said: why not ask? She signed on.

ACTORS I'LL ASK

Your cast will promote your film. If you let them

I was sixth on the call sheet. Our film premiered at a major festival. Nobody told me.

- [ ] Tell the whole cast about every acceptance, screening and premiere. Start a group chat with your top six.
- [ ] A shared drive: poster (print and digital), full-res trailer, ticket links, handles to tag, press links.
- [ ] Everything in full resolution. Don't make your cast email you for it.
- [ ] Promotion in the contract: a set number of collab posts and story shares. If it's in the contract, we'll do it.
- [ ] A written social media rules sheet handed over on day one, then emailed, because paper gets lost.
- [ ] Each actor's wrap moment filmed. They'll want to share it, and it puts eyes on the film.
- [ ] When they sign, ask for their hometown, schools, causes and organisations. That's your local press list.
- [ ] Press releases name more than the leads. It's a big deal for supporting cast.
- [ ] A Google Alert set for the film's title, so you catch every article.

This guide comes from **How To Support And Get The Most Out Of Your Actors**, one of the 18 masterclasses in The Journey at **secretactor.com**.