

THE STARVING *Artist Solution*

Skip the Struggle and Skyrocket Your Career

by Minda Larsen



MODULE 3
WORKBOOK

MODULE 3: GET YOURSELF TOGETHER!

Calendar

The key to successfully managing your day and your projects and expectations is to calendar them in!

I use Google Calendar, Outlook Calendar, and Apple iCal—and then I link them ALL together, so when someone schedules a voice lesson, it's in my iPhone and my computer. It's super important to link all your calendars! I highly recommend Google Calendar, but do whatever works for you.

TIP: If I don't have it in my calendar, it didn't happen or it's not happening. Flying by the seat of your pants, or hoping you will “get to it,” spells disaster and procrastination.

Here are some examples of what's in my calendar:

- Morning ritual (mine is 7-9:30am in case I want to sleep later)
- Gym
- Coffee dates (friends and industry)
- Voice lessons
- Dance class
- Auditions
- Work hours
- Meal times
- Work hours for my cabaret show
- Work hours for my website relaunch
- Bedtime

Do not leave out anything that you do every day—even bedtime!

If you go to bed late and sleep till noon, you have missed your morning ritual. Commit to a calendar for a month and see how your life changes: how much you get done, and how much better you feel with a morning ritual and regular gym time scheduled in.

NOTE: It's super important to schedule in downtime, playtime, theater time, drinks with friends—all of that goes in, too!

Weekly Calendar Example

A blank template is on the last page.

	Monday 9	Tuesday 10	Wednesday 11	Thursday 12	Friday 13	Saturday 14	Sunday 15	
6:00 am	Get Ready & Eat Breakfast	Get Ready & Eat Breakfast	Get Ready & Eat Breakfast	Get Ready & Eat Breakfast	Get Ready & Eat Breakfast			
7:00 am	Morning Ritual	Morning Ritual	Morning Ritual	Morning Ritual	Morning Ritual	Get Ready & Eat Breakfast		
8:00 am						Morning Ritual	Get Ready	
9:00 am	Gym	Coffee Date with Mentor	Gym	Coffee Date with Friend	Gym		Morning Ritual	
10:00 am	Work	Work	Work	Work	Work	Work on Website Relaunch		Brunch Date with Husband
11:00 am								
12:00 pm								
1:00 pm	Lunch	Lunch	Audition & Quick Lunch	Lunch	Lunch Meeting	Massage	Open Time for Family, Friends, Errands, etc.	
2:00 pm	Work	Work		Work				Work
3:00 pm								
4:00 pm								
5:00 pm	Voice Lessons	Work Event	Dinner	Voice Lessons	Salon	Dinner & Open Time for Family, Friends, Errands, etc.		
6:00 pm	Dance Class						Personal Projects	Date Night!
7:00 pm	Dinner		Free Time	Bedtime	Cabaret Show	Plan for the Week		
8:00 pm	Rehearsal	Bedtime				Bedtime	Bedtime	Free Time
9:00 pm								
10:00 pm	Bedtime							
11:00 pm								

Resumé

I secretly hate the resumé because I feel it objectifies actors to a page. We are so much more than a page! And often talent is not reflected in a resume. I get it. We all get it. But it still exists (for theater anyway; they are becoming redundant in tv/film auditions). It's up to you to make your resume sparkle. I have attached a beautiful resume template so you can just insert your own stuff, and please learn how to use it correctly so that you can constantly update your resume.

Please follow the format exactly—this is industry standard. And yes, these things matter.

Tips!

- List the show THEN the role THEN the theater or director.
- Never put your age or physical address.
- Height? That's up to you! But its not mandatory.
- Put your best credits first!
- Less is MORE. Once you have major credits, remove high school and college credits.
- Overcrowded resumes actually look amateur!
- If you have 100 film credits, put the top 15 with a *selected credits tag. (See example.)
- Don't lie. As tempting as it may be.
- If you have done relevant work, but it doesn't fit a traditional category, work with it (as I have for jazz and cabaret credits)! Note: this must be legitimate work. Volunteer chorus, or very amateur productions don't warrant a special category. Cruise ships, cabaret, jazz, solo orchestra work, concert work—those do!
- Use a readable font. Please no cursive or colors. That also looks amateur.
- Put your representation on top, clearly.
- Make your name the biggest thing on the page.
- Special skills: I have never seen a category with such wildly different opinions. Some casting directors say to add a cute one. Example: can do Ethel Merman impersonation, can chirp like a bird, can whistle through nose. And others say they couldn't care less! My advice: if it's something quick and fun that you can easily show in the audition room, or that will make you memorable, add it. But don't make up something just to have something. Special skills should also be called Hireable Skills—accents, if you play an instrument, if you can dance, if you can do gymnastics or acrobatics, if you speak languages. You get it? Common sense. Put yourself in the director's chair. "Oh, he can do a back flip and speak Spanish, that's what I need for my circus film." Give them the good stuff, and leave all the cutesy, cheesy stuff for family reunions!

Website

It's 2019—you need a website, and you can do it yourself. If I did it, you can do it!

Here are a few good website examples:

- <https://www.carlyotte.com/resume> ↗
- <https://www.sarakase.com> ↗
- <https://www.poseybartol.com> ↗

The following is my advice for those who don't have a website, or if your website is too busy/distracting. Those of you who have a fully functioning website may want to skim this, or double check that you are covering all the bases!

Here is the ideal basic set up:

Your domain name (example: www.mindalarsen.com). Buy it now! Go to Godaddy.com and buy it! If it's unavailable, buy the closest version of it. Don't get creative—buy your name (or stage name).

I use wix.com ↗ to create my website. They have a zillion templates that you can play with. Have fun with it. Nobody except you really cares what colors or fonts you use, as long as they are readable.

Tabs on your website:

- **HOME PAGE:** Large photo (headshot), Actor, Union Status (if applicable)
- **RESUME:** self explanatory (bonus points if you can also download as a PDF) super easy on Wix.com
- **WORK or REELS:** video clips of your work. If you don't have any, make them! This is VERY important. Everyone has an iPhone. Or hire a friend/videographer. Have two contrasting minute long videos of your work. For example: a comedy and dramatic monologue (one minute each!) A pop song and a legit classical song (one minute each!) if you have professional footage, use it! (cabaret, tv, film all great). If you use live theater work, make sure the camera is still and we can see/hear you! Bad footage = bad. I will talk more about your in-home studio. For now, figure out a way to get a good tape of your singing, acting or dancing in good light with good sound. Add that to your website!
- **GALLERY:** You can add lifestyle, personality headshots here
- **CONTACT:** Agent info and your info, or just your info if you don't have an agent.

Do NOT include:

- 40 videos of everything you have done since moving to NYC, including karaoke with friends. Choose the best 3-4!
- Inappropriate bathing suit or lingerie shots, unless you are a professional model
- Your life story (a short professional bio is fine)
- Baby pictures
- Emojis or crazy fonts and graphics
- Political views
- Religious views
- Your age
- Relationship status or pics of your significant other
- Photos of your pet

When you're famous, include all of that, but until then: simple, straightforward and professional.

THAT IS ALL, my friends. You can do this. If you have your assests (photos, videos, resume complete), you can do this in under 2 hours! Get on it!

Headshots

Headshots are as important today as ever. Like the resume, it's seemingly impossible to encapsulate a human being in one photo, but as actors, we are asked to do it, just the same.

Depending on your city, finding a headshot photographer may be super easy or super hard. But with the iPhone and social media, seemingly everyone is a photographer these days!

To find a headshot photographer:

- Ask actor friends, agents, teachers.
- Narrow it down to 3 photographers.
- Request a meeting, phone call, or all relevant info.
- Set a date!
- If you do get a meeting, bring your "type list" with you and let your photographer know exactly what you are looking for.

Before the shoot: prepare accordingly. If you are doing 3-4 looks, bring 10 clothing options max. Get very specific with your outfits. Try them on before and make sure nothing is stained or damaged.

Examples:

- cop: black button down, navy colored v-neck
- ingénue: floral patters, v-necks, pearl stud earrings
- Brooklyn housewife: denim jacket, hoop earrings
- Boss: blazer, bold color top

NOTE: If you already have an agent/manager, make sure to ask them specifically what types they would like you to photograph.

Tips From Photographers

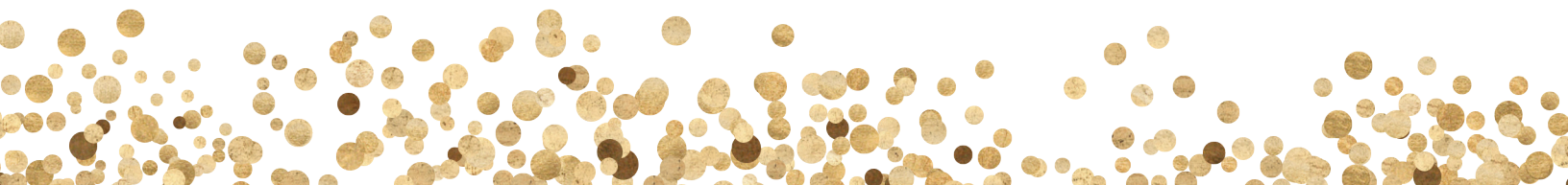
- Take care of any hair and grooming issues at least a week before the shoot. Don't get a hair cut or dye job the day before!
- Avoid alcohol a day or two before to prevent puffiness. Same with salt!
- Don't partake in any unusual beauty routines—a new face mask the night before, at-home waxing—you get the idea!
- Don't drink green juice on the way to the shoot! Have clean teeth—white strips are good.
- Be aware of tan lines!
- Drink lots of water!
- Use simple moisturizers and facial products.
- Get a good night's sleep!

A Note About Social Media:

I know this goes without saying, but since you here, I am going to say it anyway.

Mind yourself on social media!

Casting is looking more and more at social media—please use this to your advantage, rather than your disadvantage!



I HIGHLY suggest the following:

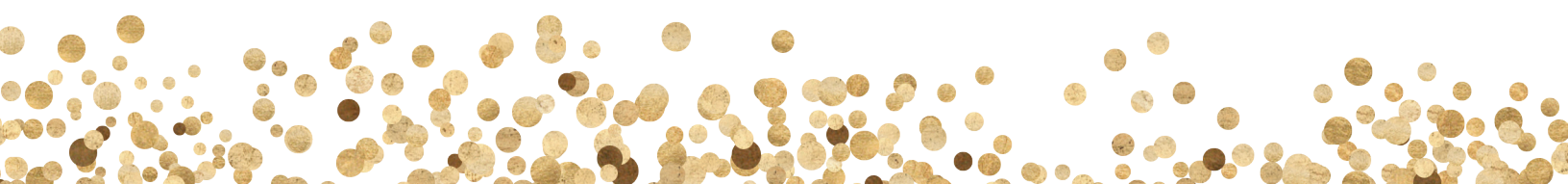
- Clean content. No drinking, drugs shots—especially if you are underage. If you are over 21, the occasional glass of champagne photo is fine, but use your discretion.
- No overly sexual shots, This should be common sense, but sadly it's not. If you wouldn't wear it to an audition, do not put it on social media. (If the shot is artistic or from a film or project, this may not apply.)
- If you are a model, different rules apply, but use best judgments. Again, would you wear it or be asked to wear it to an audition or casting?
- This one is sensitive, but I would urge you to rethink engaging in political or social feuds on social media. Again, you just never know who could be reading it!
- I personally would rather not see teenage girls in bikinis/lingerie. (Same for men, but I don't see this as much.) Maybe that's just me... but I don't think so!

INSTEAD, showcase your real attributes: your talent, your brain, your successes, etc.

I also HIGHLY suggest having:

- Short video clips from performances (even voice lesson or self-tapes videos are fine!)
- Promoting yourself in any work you are doing (shows, cabarets, festivals etc)
- Celebrating your professional successes on social media
- Link in your bio to your website
- Professional headshot as profile photo or somewhere easily visible

Social Media is still a relatively new frontier for all of us. Use your best judgment. Remember, it can and will be used against you!



Week of _____

	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>
6:00 am							
7:00 am							
8:00 am							
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