



Kidz • New Faces • Young Adults

Networking

Why network?

Networking is probably one of the single most important tasks you can do to accelerate your career. It is about creating a spider-web effect with contacts, where you are in the center and finding key people who can help you make that web spread further. This business is based on contact—it really is whom you know, not what you know! The reason most actors have managers and agents is because they have the contacts necessary to promote their career to the fullest. If you do know any contacts in the industry, then by all means let them help you get ahead.

There are many ways to create contacts when you arrive in Hollywood, but remember a few simple things when meeting new people. Try to make as many friends as possible at every event you go to, but be sincere at the same time. If you are desperately trying to be friendly to a famous director at a party, and you aren't being sincere, that person will leave you talking to yourself. If you can strike up a genuine rapport with an agent, casting director, etc., don't start asking them to help you out in a flash, it will serve you better to keep cool and just try to be friendly. Later, when this new friend is casting a commercial or film, they might remember you or see your face among the hundreds of pictures in front of them and give you the opportunity to audition. The people in Hollywood who can help you the most are used to out-of-work actors coming up to them and begging for extra help, so don't assume they will want to get to know you because you think they should.

Where should I network?

1. Parties
2. Support Groups/Clubs
3. Industry Functions
4. Certain Casting Facilities
5. Entertainment Organizations

What should my next step be?

If you live in Los Angeles or are soon relocating to the Los Angeles area and need help coming up with a plan of how to network or whom to network with contact the ESI NETWORK to schedule a meeting to see if they can assist you.