



Acting in the Million Dollar Minute: The Art and Business of Performing in TV Commercials - Expanded Edition

Tom Logan

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(Limelight). While television commercials often elicit groans from the viewer, they mean work for actors and can be the bread-and-butter backbone of an actor's career, providing a safety net of income while he or she climbs the ladder to greater success. And for those actors who achieve face-to-product recognition, commercial work can provide handsome residuals for years to come. While many books on the market include some information on commercial work, *Acting in the Million Dollar Minute* deals exclusively with the art and business of acting in commercials. Here the "art" is narrow: script terminology and procedure, commercial dialogue, camera staging, working the product, sample commercial scripts, and detailed analysis of how a commercial is actually shot; while the "business" side, reflecting the general industry, broadens to include training, photos, the resume, unions, actor-agency contracts, the interview, the screen test, callbacks, pay and working conditions, and a complete list of SAG and AFTRA offices. In this revised and updated edition, this book provides direction on how to: Decipher the meaning behind the commercial script; Begin and end every commercial performance; Get the auditioners' attention immediately when the camera begins rolling; Compel the auditioners, with the sheer force of your performance, to actually watch your playback tape; Take the camera from another actor (i.e. upstaging); Give the director a performance that makes his or her job easier in the editing room.

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