

---

# ACTOR MARKETING CHECKLIST



- HEADSHOT**      This is literally the first thing anyone sees, make sure it represents you well, looks like you, and appears professional.
  
- RESUME**      Your resume must be properly formatted.
  
- DEMO REEL AND CLIPS**      This is your make or break moment, you have the right look, the right experience or training... but do you have the chops? Can you play the type? Are you worth calling in? This all hinges on the presentation of your demo reel and clips.
  
- WEBSITE**      Your site is curated to highlight your talent and individuality. Everything is in one place and easy to find, so no one ever gives up on calling you in because it was too hard to find your reel, resume, contact info, additional pictures... whatever they may be looking for!
  
- SOCIAL MEDIA**      For better or worse, social media is now a big part of how the world sees you... make sure it is for the better.
  
- BUSINESS CARDS AND POSTCARDS**      Although most of this list is digital, don't forget these tangible items. When you meet someone at an event, make sure they have a way to contact you later! (Business cards!)  
And even in 2021 postcards are a great way to keep in touch and will set you apart from the crowd.
  
- TARGET LIST**      So great, you are marketing yourself! To who, exactly, though...? And have you made contact with them before? What was the outcome?
  
- MARKETING PLAN**      Without a plan, how do you know where you are going? This should include measurable goals for short-term and long-term, and a timeline.