

# Audition Submission Sites

Wait, audition submission sites are a marketing tool? Of course they are! You must set up your profile—using a few of the tools we referred to earlier—to make it Brand-centric and specific. There are many audition sites out there. We're going to focus on two of the main sites that are applicable bi-coastally.

## 1. **ActorsAccess.com**

Simply said, you must be on Actors Access. From film to theater, this is the industry-standard tool that is used by all.

### **A Little Background**

Breakdown Services is the king daddy. This is where agents and managers get 'the breakdowns' of what is casting and how they submit their clients. Breakdown Services also owns a few other companies: Actors Access, Showfax, Sides Express, Casting About, Slate Shot and Eco Cast.

Your **Actors Access** profile is connected to your agent/manager who is also using Breakdown Services. This is why it's vital to have an account. It allows you to submit yourself on projects as well as your team. When posting a breakdown, casting directors can decide if they want the audition notice to go to agents/managers or if they will also open it up to actors directly. If they decide to do the latter, those are the auditions you will see on Actors Access.

**Showfax** is where you will find the sides and audition materials for the auditions listed on Breakdown Services and/or Actors Access.

**Casting About** is a fabulous research tool to know which projects are casting, on hiatus, in development, etc. This is where you can create targeted lists of casting directors.

**Slate Shot** is a way to bring your headshot to life by attaching a seven-second video where you slate your name so they get a feel for who you are.

**Eco Cast** is another creation of Breakdown Services for actors to self-submit a video audition for a project. As the industry shifts, and the digital age gets even more... well, digital... casting directors are viewing more video auditions than ever. It is a built-in system on Actors Access where you submit your video audition. This is great news for actors! There is a limit on the number of audition slots that are given out for a role. There is not a limit, however, on how many audition videos casting can

request. It creates more opportunity for you... if you are ready for it.

How do you get ready for it?

Create your own self-tape area in your home. See *how to do this in the Resources section*. You can even use your iPhone to record it. No matter what camera you use, please use an external mic. Crisp sound is vital. Make sure you have a solid-colored wall behind you that is not distracting. If you don't, go buy some fabric that is in your color palette and hang it up as your backdrop. Get a light or two, and you are ready to rock and roll!

### **How Does it Work**

The easiest way to use Actors Access is to pay for a yearly subscription Actors Access Plus. Currently the cost is \$68/year.

#### **Three reasons to join:**

1. All your Actors Access submissions are free, rather than paying per submission. In the long run, this is the most cost-effective way to use this submission tool.
2. You have access to all the sides that are posted on Showfax. Twenty-four downloads of sides are available to you every day. This is a great way to see the tone of new pilots, get Broadway audition material for long-running shows, find films currently casting... and put yourself on tape to audition for it! You can also find sides that you can use at casting directors' workshops.
3. Unlimited Eco Casts are included as well.

When you submit yourself for a role, it is important to note that all submissions get joined together. This means it doesn't matter if you were submitted by your agent/manager or if you submitted yourself: All submissions go to the same place.

The casting director filters it how he or she wishes (i.e. just agent submissions, just actor submissions, or they can even just look at specific agencies that they like.) The most important thing is to get your submission in quickly.

Typically casting directors get 1,500-2,000 submissions for a single role. If a breakdown comes out at 12pm and you don't submit until 5pm... yeah, you pretty much missed the boat. To help with this, set up your notifications to receive an email when roles are released that fit your profile. Don't rely on the notification emails to submit early, though. Notifications don't get sent out every time an audition is posted, but

rather at specific times their server dictates during the day. Do your due diligence to strategize and schedule how to stay on top of Actors Access.

### **How to Use it for Maximum Efficiency**

First off, when you don't have video attached to your submission, you automatically go to the bottom of ALL the submissions. So even if you submit at 12pm—right when the audition comes out—you'll still be at the end of the submissions.

As I mentioned in the Reels and Clips document, clips are immensely important on Actors Access. Remember the two things you must do with your clips on Actors Access:

1. Title them
2. Give them a description.

If it is a well-known show or film, then, of course, that will be your title. If not, here are some other examples of titles and descriptions:

#### **Grey's Anatomy**

Goofy, naïve intern - exposition scene moving story forward opposite Patrick Dempsey

#### **Law & Order**

Being interrogated - leads to a breakdown and confession of murder

#### **Fun and Flirty "It" Gal**

Single-camera, The Office-style comedy where she gets caught in the act

#### **Playful Comic Mom**

A to-camera testimonial commercial of a fun mom talking about a new flu drug

When you're submitting yourself on Actors Access there is a space to include a cover letter. It's a rather large box, and sometimes actors love to fill it with lots of text about themselves. Don't. The only text the casting director will see is the first 40 characters. These 40 characters appear under the thumbnail of your headshot and there's only a little bit of room there.

So... if you wrote: *Hey, Susan, I am a really great actor and I...*

Yeah, Susan did not get much information from you. In fact, she got none at all. Here are some examples of better-crafted statements to put in your cover letter.

- UCB trained gal - comedy chops
- Just booked guest star on Scandal
- Best Actress winner Austin Film festival
- *Or use your branding statement!!!*

## 2. CastingNetworks.com (This is LA Casting and NY Casting)

For commercials, Casting Networks is the main site you must be on. There is also a good amount of non-union film work on here as well. At the end of 2017, Casting Networks landed Fox as a client and actors and their agents were scrambling to get theatrical profiles up on the system. So, what was known to be strictly commercial, is now a big player in the game in terms of theatrical auditions.

### How Does it Work?

At this time, a Basic Membership WITHOUT an agent is \$25/month. You get your first photo for free as well as one video upload. If you get an agency code from your agent, you will get this level for free. Every additional picture is \$25 per photo. If you upload more than one photo during a session, then each additional photo is only \$15.

### **Additional costs are:**

Unlimited Photos \$7/month  
 Unlimited Media Hosting \$6/month  
 Unlimited Submissions \$10.95/month

So...yeah. This platform is pretty freakin' pricey. And fortunately, or unfortunately, we get to be on it.

### How to Use it for Maximum Efficiency

Like Actors Access, Casting Networks has the ability to send you email notifications based on the criteria you set in your profile. Make sure you take a moment to set that up.

Casting Networks only allows you to attach one main video and one main audio file to your profile. We recommend attaching your commercial reel or your theatrical reel, as well as your Voiceover demo.

You can utilize your clips in the résumé section. For each project you list, attach the clip of your work from that project. That's a pretty cool feature.

## Strategy

There are many other audition submission sites out there. There's Backstage, NY Castings, Casting Frontier, Playbill, Actors Equity's website, Now Casting, Mandy, IMDb, etc. What you must remember is that most of these cost money. You don't need to be on all of them. Research them. What kinds of auditions do these sites tend to post? Use the sites that serve you and your goals.

How do you know if they're serving you? You get to track them and determine your ROI (return on investment).

There's a great tool called PerformerTrack.com that I love for tracking your auditions. They have a field for "audition source" where you add the sites that you are on. You can then run a report on where you're getting the most auditions, callbacks, and bookings during each season or each year. If you determine that a particular site is not yielding the results you want, then you can make an informed business decision to retain or cancel your membership on that submission site depending upon your ROI.

## Tracking The Actual Audition:

The following are the vital statistics that you should track for each audition you go on.

- a. What sides, monologue or song you used
- b. What headshot you used
- c. What you wore
- d. How you wore your hair and makeup
- e. Who was in the room
- f. Who the accompanist was
- g. The address of the casting personnel
- h. Feedback or comments from the people in the room
- i. Your personal feedback
- j. Where the audition occurred

To track your auditions, you can use:

- A notebook
- An Excel spreadsheet
- Audition tracking books - Holdon Log
- Performer Track