

Casting Directors - 5 Causes to Send Postcards

For actors, to be cast in film and tv roles, you seriously have to have casting directors to understand and bear in mind you so that they will get in touch with you in for auditions.

Postcards are a cost-effective solution to maintain in touch with them. Here are 5 causes why sending postcard mailings are a fantastic advertising and marketing tool to casting directors:

1. Postcards are cheaper to send than headshots.

At this time, it charges about a dollar to send out a full 8x10 headshot along with your resume and cover letter. A postcard stamp is only 28 cents. Plus, it charges much less to have postcards duplicated than headshots.

That means, all points deemed, you'll be able to hit casting directors 3 additional instances having a postcard for the exact same level of income you spend for any headshot. Postcards provide you with a great bang for the marketing buck.

two. Casting Director see your photo straight away with a postcard.

Once you send out your postcards, your name and face are inside the casting director's workplace, crossing their desk the quite next day. A headshot must be opened and taken out of the envelope before someone sees your picture and credits. That is definitely good, too, for the reason that they could hold it on file. Nevertheless it is far more costly and they won't see it as instantly.

A single postcard within the right place in the ideal time may possibly be all it takes for the casting director to get in touch with you in for an audition. You could be shocked at how good a few of their memories are following they've seen your postcard a handful of instances.

3. A Photo Postcard keeps your message short, sweet, and towards the point.

Perform within the acting business comes and goes. You may possess a couple of fantastic gigs within a row, then practically nothing. As opposed to trying to pad out a letter with thrilling news, postcards let you highlight the a single or two finest bits of news to let the casting directors know about at the moment.

Also, in case you never have as a lot of credits as some, a postcard mailing lets you make one of the most on the ones that happen to be on your resume. Given that you do not have room around the postcard to create your entire life story, you may pick the 1 juiciest, most appealing point about you.



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four. Lots more persons can see your photo postcard.

In addition towards the casting directors themselves, a lot of other industry persons pass by way of their offices and could see your postcard lying around. It could also catch the eye of a casting assistant, who frequently go on to grow to be casting directors themselves. So after they see your postcard, they'll start out to get to know you early in their profession.

The point is that you under no circumstances know who could see your postcard and start to turn out to be familiar with you or perhaps might have a role that you simply will be fantastic for.

5. Additional frequent marketing with less work.

Here's slightly organization statistic to help you fully grasp the significance of promoting yourself more than time. It requires an typical of 5 to seven contacts with an individual before they're going to do organization. And that is if they're remembering you with each and every make contact with.

It is actually also 5 occasions easier to have someone who currently knows you to do business with you once again than it's to obtain someone new to accomplish organization with you. In Hollywood, it really is a lot more like ten or twenty times easier to have someone to accomplish organization with you when they know you versus not realizing you. That is why it is important to have the directors to know you.

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