

Websites For ACTORS
(and other Computer Geek stuff)

Chris Rogers
SAG-AFTRA Nevada Conservatory
July 23, 2017
1 - 4pm



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Chris Rogers SAG-AFTRA Nevada Conservatory July 23, 2017 1 - 4pm




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<http://indiefilmfactory.com/>



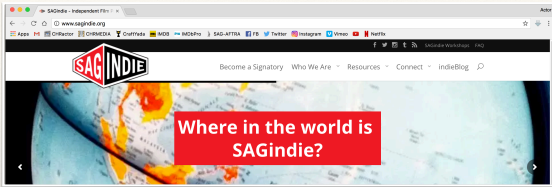
<https://www.sagaftra.org/production-center>

**Misconception/Indie/
Production Center**

Sample Contracts
Video Tutorials
"Could you do this under a union contract? Some involve NO MONEY, just paperwork."

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<https://www.sagaftra.org/production-center>



<http://www.sagindie.org/>

SAGIndie

Middle man between
Producer/Director &
SAG-AFTRA

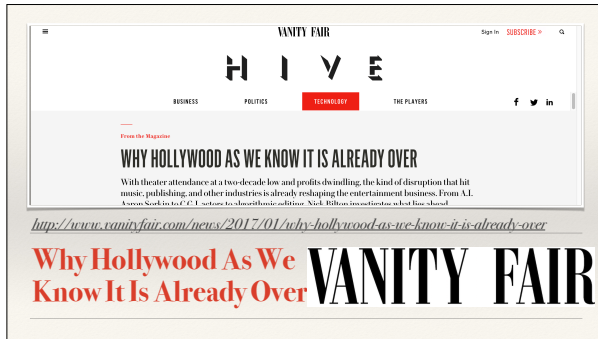
4

www.sagindie.org/

5



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www.vanityfair.com/news/2017/01/why-hollywood-as-we-know-it-is-already-over

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Objective

- ❖ Pro-Active about your ACTING career
- ❖ How to create a simple website you will be PROUD to send people to
- ❖ Typical costs/time
- ❖ SAG-AFTRA website/Benefits/Computer skills

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The Hidden Cost of “Free” Websites

- ❖ Wix
- ❖ Weebly
- ❖ GoDaddy
- ❖ Cox
- ❖ Earthlink



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“Free” Websites

- ❖ theirwebsitename.com/yoursitename
- ❖ Slow/Shared Server
- ❖ Can’t move data. They own name/data.
- ❖ They put THEIR ads on YOUR site
- ❖ They can shut down your site or disappear for any reason

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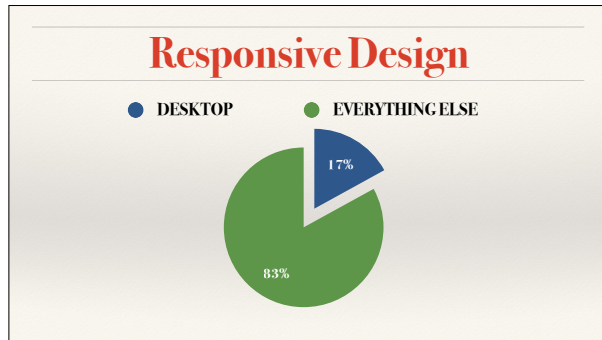
“Free” Websites

- ❖ They spam you/sell your personal info
- ❖ Often get hacked/malware installed
- ❖ Limited bandwidth/storage = BIG upgrade fee
- ❖ Limited design flexibility/can’t change theme
- ❖ No Help or Customer Service
- ❖ Often not Responsive

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Why WordPress?


- ❖ Open Source = Free
- ❖ Not tied to any 1 host
- ❖ 27% all websites now created w/WP
 - ❖ CNN, Time, NYTimes, etc
- ❖ Huge installed User Base



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Why WordPress?

- ❖ Extendable with 1Ks of FREE Themes & 50,000+ Plugins
- ❖ SEO-friendly
- ❖ Meetups
- ❖ WordCamps



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WP.COM vs .ORG



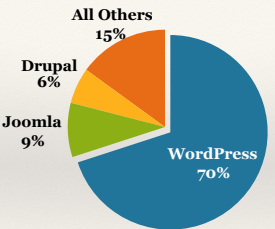
.COM
yoursitename.wordpress.com
(Mr WP hosts)

vs

.ORG
yoursitename.com
(Self-Hosted)

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Market Share



Platform	Market Share
WordPress	70%
Joomla	9%
Drupal	6%
All Others	15%

Source: opencmsources.com (2/8/17)

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Nunzio

Costs			
Category	\$0	\$1 - \$15	\$16 +
Research Name	https://www.whois.net/		
Reserve Name		\$12/yr	
Host	http://winningwp.com/best-wordpress-hosting/	\$5/mo	
Google for Business		\$5/mo (scales up)	

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Freemium

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Category	\$0	\$1 - \$15	\$16 +
Jetpack	Basic		Premium \$99/yr
Video Host	YouTube (free content)		VimeoPro \$149/yr
Links	Amazon Affiliate		\$640 chair = \$80 commission

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Goal

Website = Resume' = IMDBpro = Actors Access = ...

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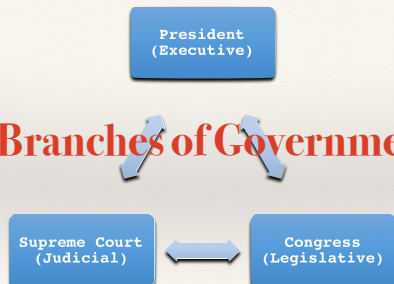
PASSION

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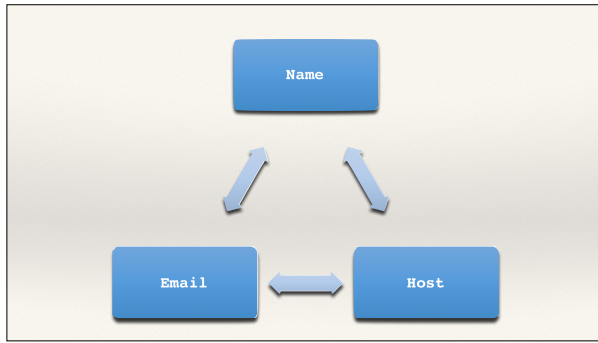
GO WIDE
Then
GO DEEP

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3 Branches of Government



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Jack

3 Email Addresses

- ❖ G Suite email - Acting Business
- ❖ Old email - Friends and Family
- ❖ Spam email - when you must give email

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Good Basic WP Web Host

- ❖ \$5/month
- ❖ WP-friendly
- ❖ 5 Minute Install
- ❖ Phone or Chat 24/7
- ❖ Free SSL/Let's Encrypt
- ❖ Sandbox/Development Area

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Avoid EIG Web Hosts

<https://www.reviewhell.com/blog/endurance-international-group-eig-hosting/>

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<https://www.reviewhell.com/blog/endurance-international-group-eig-hosting/>

Galleries

- ♦ Headshots
- ♦ Character
- ♦ Body
- ♦ Behind the Scenes/On Location
- ♦ Special Skills and Talent
- ♦ Brand Ambassador/Convention/Mascot
- ♦ Old Headshots
- ♦ Baby Photos

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Build Trust

THAT SWEET NIGERIAN PRINCE
NEVER MAILED BACK



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Qualifications



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SAG-AFTRA Nevada

Board Member at Large
Chair:

- ♦ iActor
- ♦ Holiday Mixer
- ♦ Awards Viewing Party

I believe in working within the Structure,
before Breaking the Mold

Chris Rogers

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Free

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<https://www.wp101.com/>
<http://www.wpbeginner.com/>

U R Not Alone

♦ <http://www.meetup.com/The-Las-Vegas-WordPress-Meetup-Group/>
 ♦ <http://www.meetup.com/Las-Vegas-Bloggers/>
 ♦ <http://www.meetup.com/Social-Media-Las-Vegas/>

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www.meetup.com/The-Las-Vegas-WordPress-Meetup-Group/
www.meetup.com/Las-Vegas-Bloggers/ www.meetup.com/Social-Media-Las-Vegas/



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Madonna

Problem

- ❖Tons of free training on YouTube
- ❖They don't understand the unique needs of Entertainment Business
- ❖Most not good Presenters



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Solution

- ❖Websites by Actors for Actors
- ❖KISS/Path of Least Resistance approach
- ❖FREE solution (when possible)
- ❖You have other things to do with your time



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craftyada.com/



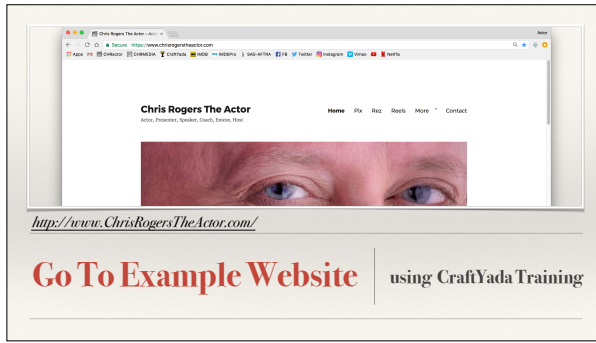
44

Bio Break

When we return:
Example website
CraftYada.com

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www.ChrisRogersTheActor.com



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Film

- ◊ Principal (not Principle)
- ◊ Supporting
- ◊ Never list Background or Extra (or Featured?)

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TV

- ◊ Series Regular
- ◊ Guest Star
- ◊ Co-Star
- ◊ Never list Background or Extra (or Featured?)
- ◊ No official document/discrepancy in terms

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Theatre

- ◊ Use Character Name/Principle or Supporting
 - ◊ Romeo/Principle or Romeo (Principle)
 - ◊ Be consistent
- ◊ Not more than 3 or 4 credits
- ◊ Separate resume’?

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Training

- ◊ Studied with an extended amount of time
- ◊ Not 1 Day Workshops
- ◊ Don’t do CD Workshops (in general), unless they are REALLY teaching.
- ◊ List your Degrees
 - ◊ BFA, Drama, NYC Tisch School of the Arts 2020 (expected)

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Special Skills/Talent

- ◊ Anything a Dir could cast you for on Film/TV
- ◊ Video showing that skill
 - ◊ Film/TV on IMDB
 - ◊ Hired demo company
 - ◊ Cellphone
- ◊ Picture showing that skill
- ◊ Certification of that skill
- ◊ Link from rez

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Video/Reels

- ◊ Shorter is Better
- ◊ Best stuff up front
- ◊ Contact info typed into video. NOT Agent info.
- ◊ Reels (3 min max)
 - ◊ Theatrical or Commercial
- ◊ Clips (1 min max)
 - ◊ 1 scene from Film or TV

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Social Media

- ◊ (As of 2017) Importance in this order: Instagram, FB, Twitter
- ◊ Blog
 - ◊ Use as hub
 - ◊ Blast out to ALL your Social Media profiles

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Bio

- ◊ Short Form (50 words)
 - ◊ Theatre Program
- ◊ Long Form
 - ◊ Links to EVERYTHING
 - ◊ Legitimize/Validate your backstory
- ◊ Conversation starter with Agents and CDs

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1 Special Page

- ♦ Conversation Starter with Agents & CDs
- ♦ Your Passion that has NOTHING to do with the Business
 - ♦ Animal Rescue
 - ♦ Homeless
 - ♦ Martini Recipe

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Contact

- ♦ Your email and cell
- ♦ Agent contact info here
- ♦ Form if you don't want to give out cell
 - ♦ but realize they may need you IMMEDIATELY
 - ♦ on way to gym/party and CD called me to set of ALONGSIDE NIGHT

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Ads

- ♦ Don't really want to have ads on your site
- ♦ If you must, put them at bottom
- ♦ Affiliate Marketing
 - ♦ you can make money, but it is not easy

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Q & A

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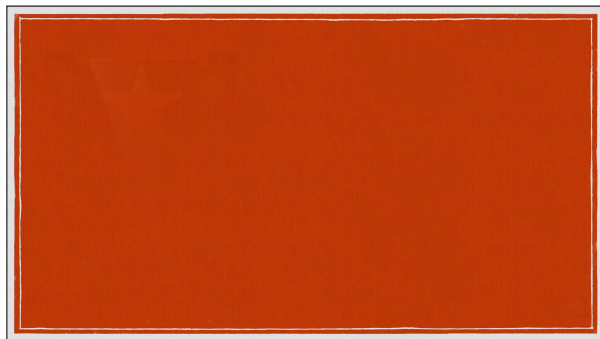
craftyada.com/



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Sample class - 10 Log In <https://vimeo.com/207717570>

Passwords

Joe Blow Actor Website Passwords

	URL: https://pro-labs.imdb.com/name/nm1195 - EXAMPLE
	Name: Joe Blow Actor
	Password: 1234!abcD5
	Comments: Joe Actor (VI)

LOG IN INFO:

Paste In Your Personal Website Icon (Favicon)	URL: yoursitename.com/wp-admin
	Name: Actor!123 - EXAMPLE
	Password: FelicityHuffman!1962 - EXAMPLE
	Comments: Log In to my website info.

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<http://craftyada.com/> (5 hours)

Online	LIVE!
\$99	\$150
\$49 (Beta)	\$75 (Beta)

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www.craftyada.com/

Future Classes

The screenshot shows a grid of product listings on the Craftyada website. Each listing includes a trophy icon, a title, a description, and a 'Read more' button. The products are categorized into 'Devices/Office', 'Social Media', 'Video/Graphics', and 'Websites'.

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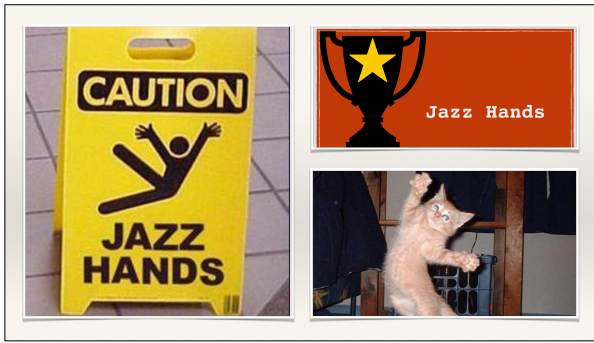
Future Classes

This screenshot shows a different set of product listings on the Craftyada website. The listings include '1 on 1 - Personal Coaching', 'Can't Deal Just Do It For Me', 'Craftyada LIVE!', 'Devices/Office', and 'Social Media'. Each listing features a trophy icon, a title, a description, and a 'Read more' button.

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Can't be a serious computer programmer without knowing Jazz Hands



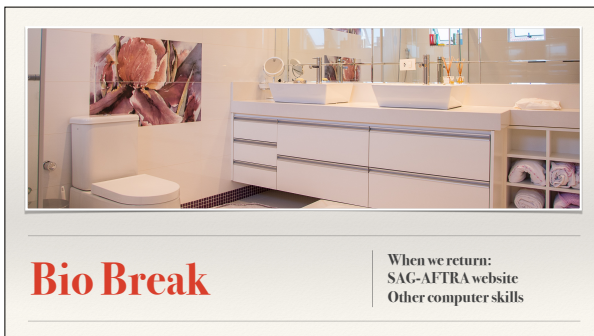
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<https://www.sagaftra.org/content/steps-join>

<https://www.sagaftra.org/content/steps-join>

Join SAG-AFTRA

1 Speaking role in a Union production
or 3 Background Vouchers
Double-edged sword
(323) 549-6769

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Advantages

- ♦ Paid in 2 wks guarantee
- ♦ Residuals
- ♦ Safety rules on set
- ♦ Credit Union
- ♦ Join here in NV on Payment Plan
- ♦ ... But it is a double-edged sword

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2 SAG-AFTRA Cards

National	Nevada
work anywhere in the world	work only in Nevada
\$3000	\$1200
	6 monthly payments of \$200
	can be put on credit card

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<https://www.sagaftra.org/production-center/globalruleone>

<https://www.sagaftra.org/production-center/globalruleone>

Global Rule One

SAG-AFTRA member must always work under a union contract around the globe
Double-edged Sword

How to write letter to SAG-AFTRA

- ♦ Short & to the point. Lots of goofy actors writing them EVERY single day.
- ♦ Why are you writing to them (specifically)?
- ♦ Be polite & thank them for their time.
- ♦ Mention you wouldn't have to be writing them if the union hadn't eliminated our Branch Dir position.
- ♦ Sign with name, cell, and union #



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iActor

- ♦ Free
- ♦ Searchable
- ♦ <http://www.sagaftra.org/iactor/YourSAG-AFTRAName>

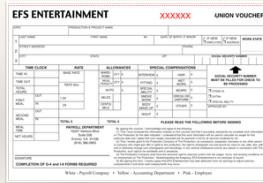


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<http://www.sagaftra.org/iactor/YourSAG-AFTRAName>

Voucher

Write Legibly!
Add SAG-AFTRA # and Cell
Bring 2 Black or Blue Pens
Magazine to write on
Use flashlight on cell
If no voucher, take pix with cell
Wardrobe often uses as collateral for costume



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On Set Etiquette

- ♦ Arrive at least 15 min early at CHECK IN TABLE
- ♦ Count backwards. Tack on extra 15 min.
- ♦ Bring magazine, water, snack
- ♦ Don't bring anything you can't afford to replace if stolen
- ♦ Clothes grouped on hangers
- ♦ Spray with water bottle and Wrinkle Releaser
- ♦ Hang everything out the night before
- ♦ Print out Directions and email from CD

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<https://travel.state.gov/content/passports/en/passports/apply.html>

Passport

Hassle/Time-consuming
Put on resume'
Less time filling out P paperwork
1 more reason for Dir to cast you
\$135
6-8 wks



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Pix of Passport and Union card in cellphone.

<https://travel.state.gov/content/passports/en/passports/apply.html>

How to self submit to online acting job

- ♦ Don't reply to post online/ask question.
- ♦ CC: if someone referred you
- ♦ Hi (CD name).
- ♦ url of where you saw posting.
- ♦ ROLE you are applying for
- ♦ Attach P/R
- ♦ See attached P/R. Video/pix can be found on my actor website <http://www.YourSiteName.com>
- ♦ 1 short paragraph on why you are applying/perfect for job
- ♦ Sign with name, cell, and SAG-AFTRA #
- ♦ BEFORE SENDING: read listing AGAIN & make sure you have answered everything they are asking for

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Q & A

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Bio Break

Acting Principles
Audition Techniques

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You Must Study Regularly

- ✧ Conservatory is good, but not enough
- ✧ 1 class/week
- ✧ \$20/class
- ✧ Good talking points with Agents and CD
- ✧ You have to let go of EGO
- ✧ They are critiquing your performance, NOT you as a person



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Talent
+ Preparation
LUCK

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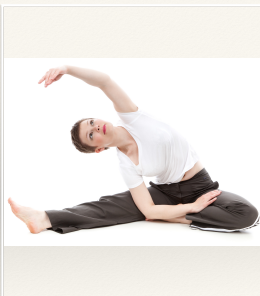
Teachers

- ✧ Konstantin Stanislavski
- ✧ Uta Hagen
- ✧ Stella Adler
- ✧ Sanford Meisner
- ✧ Lee Strassberg

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Health

Not a passing fad
1 hr work on computer = 5 min away
Look away from monitor
Get up and walk around room
Water (Sports bottle water top in refrigerator)
Bring small snacks to set that travel well



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Kristin Linklater

6 month Sabbatical at University of
Louisville (KY) in 1987
<https://www.linklatervoice.com/>
<http://www.thelinklatercenter.com/>
“Freeing the Natural Voice”
“Freeing the Shakespeare Voice”

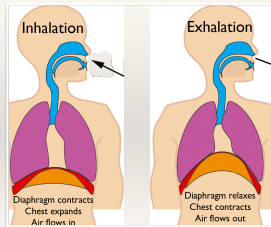


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<https://www.linklatervoice.com/>

Acting Principles

- ❖ Listen
- ❖ Breathe
- ❖ Not Acting, But Re-Acting



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**“Vibrations are the stuff of life.
Tension murders vibrations.”**

—Kristin Linklater

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Relaxation Techniques

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When you audition

- ❖ They all want you to be great
- ❖ You must come prepared. If unprepared, don't waste their time.
- ❖ Your job is to convince them you are the ONE (and only) actor for the job
- ❖ RADA - Be the best YOU you can be
- ❖ That is one reason you study regularly. Know thyself.
- ❖ Introduce yourself like a Working Professional
- ❖ Don't shake hands
- ❖ Get in. Do your thing. Get out. Make them want MORE.
- ❖ I do a mental prep in car before getting out of car

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Your Type

- ❖ Fit the mold before breaking it
- ❖ Look at actor with headshot. Start with Chris.
- ❖ Same person walking in the door?
- ❖ What roles would this person play?



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Audition

❖ “Hello? Yes. I’ll be right there.”

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“Hello? Yes. I’ll be right there.”

Q & A

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Join the FREE email list

<http://craftiyada.com/>



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Chris Rogers



◇ info@CraftYada.com
◇ chris@chrmedia.com
◇ chris@ChrisRogersTheActor.com

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info@CraftYada.com
chris@chrmedia.com
chris@ChrisRogersTheActor.com

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