



Acting in Commercials: A Guide to Auditioning and Performing on Camera

Joan See

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Every actor knows that working in commercials is lucrative. But many actors, trained primarily for working on the stage, have mistaken ideas about this field and lack essential on-camera experience. Now in an updated and expanded edition, *Acting in Commercials* is the only resource that fills all the gaps in the performer's knowledge of this demanding medium. Invaluable for its insight into the *craft* as well as the *business* of acting, it tells you how to prepare for commercial auditions and, once you've landed a job, how to deliver the most expressive on-camera performance—leading to more work and success in a competitive field.

Author Joan See illuminates all the secrets she has learned while appearing in hundreds of commercials over the past thirty years. She shows you how to approach five distinctly different commercial forms and explains the specific acting techniques to employ in each. In fact, *Acting in Commercials* will take you beyond commercial work, sharpening all your acting skills for a broader film and television career.



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