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Revised Templates for Actors' Think Tank Guests and New Members

1 message

Actors ThinkTank <actorsthinktank@gmail.com>

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To help us all of us better understand our goals for growth AND understand the kinds of people we are interested in joining us as members or guests, I am providing the emails below.

These can be used as templates. (The material in **bold** are the templates.)

First, for POTENTIAL GUESTS:

- Firmly know what the guest brings to the table for us and why they'd be a good guest
- Reach out to Rich via email or phone to confirm
- Most of you tend to "bring it up" to the potential guest in some way, and are led to believe they are interested, prior to this stage. Make sure you do that.
- Once Rich is tuned in as well, send out the following email, copying Rich

Actors' Think Tank was born shortly after the Pandemic began when our Founder, Rich Henkels, opened up a Zoom call to friends, students and fellow actors he'd gotten to know while teaching spokesperson classes through a Philly Casting Director.

At first, we worked on self tapes, home studios and helped each other as readers, etc. Then a Commercial Casting Director/Acting Coach from NY jumped at the chance to visit with us for an hour via Zoom. Then another, and another.

Now, more than two and a half years later, the group is more than 30 strong, nationwide and blessed by industry experts giving us an hour or more of their time via Zoom almost every week.

All of them have been excited to share their view of our world, provide insight and constantly inspire. In short, we've all learned that the industry is very kind! Guests have included A-list actors, "working actors", writers, make-up artists, commercial and legit casting directors, producers and other experts. Here are a few clips from our weekly sessions.

Kevin Bacon on "when I was 17...." - The industry can be kind!

Elaine del Valle - Director and Actor - "Find ways to learn and grow!"

Brooke Thomas - Casting Director - "Who do I learn from each day?"

Robbie Tann - Actor/Mare of Easttown - "Set appropriate expectations for yourself"

Erica Arvold - Casting Director - "Essence, that is what CD's have a sixth sense about"

Mark Maxey - Producer - "What kind of stories make good films?"

Austin Pendleton - on the importance of community

Kim Graham - Don't take your slate lightly!

Sheri Anderson Thomas - Daytime TV Writer - What does it take to be successful?

I hope that joining Actors' Think Tank for an upcoming session is of interest and have copied Rich (the group's Founder) on this note. Our weekly sessions rotate between Wednesday and Thursday afternoon, 3:30pm eastern time. I have no doubt that you'd thoroughly enjoy the experience AND the group would gain immensely from our time with you. Thanks for your consideration! Rich will be following up as well.

For POTENTIAL MEMBERS, we KNOW the kinds of people we want to have join us. So we need to invite and recruit actors that:

- WANT to collaborate
- WANT to be part of our community
- WANT to CONTRIBUTE,
- WANT to invest in themselves and,
- WANT to make something like this part of their regular regiment as an actor

This isn't about "paying dues, being a member, and joining a session when it fits..." Actors' Think Tank IS, as our logo says, "Talent in Motion", actors helping actors, and moving forward in our careers with the support of our caring, giving and talented industry guests. Once you are clear on that with a potential member, send them this template:

.... Here is some information our founder Rich Henkels provides people like yourself, who are interested in being part of Actors' Think Tank....

As we all know, the entertainment industry is still somewhat in disarray due to the pandemic. Like all actors/models/talent, I've been doing whatever I can to stay engaged, learn and be prepared for whenever our industry returns to "full normal".

I founded Actors' Think Tank in April of 2020, after recognizing a need for safe, supportive and collaborative environments for active and aspiring actors and performers. A Spokesman/Hosting teacher, I brought together former students and fellow actors with whom I've worked over the years and who had an interest in such a concept.

The group is now 30+ members and nationwide, coast-to-coast and cities in between! Initially, we had Zoom workshops during which we talked about self-tapes, audition techniques, home studio set-up, those sorts of things. Since then, Actors' Think Tank has morphed. We are now blessed with guest appearances from Actors, Casting Directors, Acting Coaches, Producers, Make-Up artists and other industry professionals (from NY to LA) during our Wednesday afternoon Zoom calls. Our calendar is dotted with industry pros that are unceasingly kind with their time and support of our members.

Here are a couple of clips from prior guests, some you may recognize and many more can be found on our website. That link is in my signature below:

Austin Pendleton - Why groups like Actors' Think Tank are essential to successful actors

Kevin Bacon and Rochelle Robinson - Great minds think alike!

Bob Verlaque - What do you want to be remembered for?

Kim Graham - Book the office!

Actors' Think Tank has also been featured on CBS 3 Philadelphia.

CBS 3 Philly Story Actors' Think Tank

Joining our Actors' Think Tank is pretty simple.

- For our website, we need your resume and headshots, as well as links to your reels (vimeo or YouTube). Our website has all recordings of sessions, info on our members, is password protected and made available to our guests too. Feel free to look it over, www.actorsthinktank.org.
- We ask everyone to sign A Photo Release. We record each session, maintain it on our website for review by members and guests after the session and use excerpts of our sessions (short clips of 1-2 minutes) for the purpose of attracting potential guests and publicizing the group. Our guests also use these clips for publicity purposes. The signed release goes to me.
- Because of the size of the group and people's schedules, we do not need a week to week sign-up to attend sessions. Over the weekend, we provide an email to everyone with info about the upcoming guest and ask everyone to let us know their status by Sunday night. We require that everyone email actorsthinktank@gmail.com with some very special (but simple) info in the Subject Line of the email. Responses to that email are essential for us to plan each sessions based on our expected group and create a slate order.
- We slate at the start of the session each week when we have a guest. This gives us all a chance to practice this essential talent/skill and gives our guests a short introduction to everyone in the group. (Being memorable is essential, right?)
- Monthly dues are \$50 and are due the 1st of each month to me via Venmo, @richard-henkels.
- While dues are monthly, the group operates with the understanding that members are committed to the group and thus Actors' Think Tank for no less than six months.

I look forward to hearing back from you!