

Takeaways from Actors' Think Tank, July 13, 2022

John Rizzo - SVP Market.live, Entertainment Industry Expert

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Kelly McCaughan

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John gave the important reminder to not let opportunities slip because they could change your life. If he hadn't responded to/ or messaged that one person on LinkedIn, he would have never gotten the life-changing job offer.

Jackie Diehl

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It really stood out to me when John talked about how important is it to tell the story, almost as if you were talking to a neighbor over your fence. I've seen this before in on camera instructions and hearing John talk about it really solidified it for me. That "sell, sell, sell" personality will make people want to hit you rather than buy from you! Thanks John!

Rich Henkels

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The story about Michael Dell coming into QVC wanting to "sell his computers" and being horrible on camera told me a lot. Talent is what all of these networks/organization need, which opens the door for people like us. It leaves the door open for talent like us, assuming we can be professional, prepared, and deliver.

Gabi Faye

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Taking a small risk by reaching out to someone on LinkedIn led to a major career opportunity and life changing event. What an inspiring reminder that in addition to genuine connection, relationship building and hard work, leaving your comfort and reaching out to someone could open a door that changes your trajectory. I'm excited to see what John continues to do with his talent and intuition.

Shauna Hurley-Hansen

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Today's session with John Rizzo was definitely one of my very favorites. It was so refreshing to hear how genuinely excited John is about his next venture with Market.live. What struck me the most, that with all of John's major accomplishments and contributions, he believes that his entire career has been based on his relationships. That it is really all about relationships. About trusting your intuition and your gut. This speaks volumes to me. Thank you so much, John, for joining us today!

Luca Cundo

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Wow it was amazing to hear about where the future of advertising is going with the creation of content. Very eye opening

Shelby Hightower

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Be genuine and confident - the confident person always gets the job.

Victoria stevens

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John had some great in-site into how the business is moving forward. It showed me that there are a lot more opportunities out there for actors than I thought. Now that they are hiring actors to advertise for these new products coming out, it gives me another avenue to look into for work.

Kaitlyn Diehl

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My biggest overall takeaway from John was the importance of relationships and community, and how to nurture those. Executive Producer at QVC was a huge position, and yet John still puts in the work to maintain those relationships -- the golf story was a funny, but super useful example. As he said, "be genuine, not pushy." Love it!

Mariel McIntosh

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One of several things I took away from John's session is to take chances and follow your gut. You'll never know where it will take you or the opportunities that may arise.

Jeannette Nina

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Such a fantastic hour of insight into the world of how marketing meshes with the acting world! Biggest takeaway (if I have pick one) is that you're looking for real people to tell a story, not sell a product.

Shelley Brietling

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The most important key to meeting new people is to "trust your gut". You need to have a gut feeling that tells you whether this is someone you can trust and develop a relationship with...or just move on and go on your way.