

Takeaways from Actors' Think Tank, July 27, 2022

Guy Chachkes - Reelarc

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Tyler McKenzie

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One thing I never considered when creating marketing materials is that they all need to match one another. That statement alone made me go back and compare my headshots and reel, and I realized that they don't go hand in hand. My reel desperately needs work to reflect who I currently am as an actor.

Shauna Hurley-Hansen

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Today's guest was the real deal. Guy spoke through the lens of an Actor and with passionate conviction about what he does. There was a thread to what he was saying. Be accountable to yourself, be prepared to work on the work and the ones that made it really stuck with it. Create something with the most impact and the industry will reveal itself to you. Many thanks Guy.

Rich Henkels

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Actors value an antiquated system, which led to a lot of expensive head shots being sold. Reverse the paradigm and make sure your talent comes through on your clips and reels FIRST. The head shots and the website should reflect and support the brand you present on your video. Clarity.

Gabi Faye

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I loved the very last thing Guy left us with: "If you invest in networking, the industry will reveal itself to you." Guy is a visionary, having co-created a brilliant business and someone who understands the equation of what actors need to be successful.

Stacey Marie Keba

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My takeaway was just a reminder as to success occurring when opportunity meets preparation, so always stay prepared!

Shelley Brietling

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Such a great session today with Guy Chachkes. He was filled with such high energy and so passionate about his work.

There were so many nuggets of advice and information that it is difficult to select one, but what I think stood out for me the most was the idea of defining yourself in one sentence. What an extremely valuable sentence, and what an extremely difficult task.

This one quote can be so helpful in letting casting directors, agents, etc...know who you are in just a brief moment of conversation. Once you have this down, it can help lessen the tension between you and your acting network/community. Be prepared to capture the opportunity. Always treat it as a business and separate the dream from the vision..

Rosalyn (Roz) Jamal

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What I most remembered from Guy's extremely informative session was that our brand should include the reel, a headshot that reinforces the reel and our website. I also learned that some Casting Directors filter by reel which increases my urgency to get a better reel.

Luca Cundo

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Wow, I really have to perfect my reel. As actors we are a business

Mariel McIntosh

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Guy you gave us an hour Chock-full of insight on reels. I'm excited to put together my new reel! One of the many things that stuck out to me was when you said "actors value an old system where you have to have a headshot before clips or reels. You don't need a website. Use social media...What matters are the clips."

Jeannette Nina

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Wow! Learned a lot about the 'reel world' in one hour. Biggest take away would be how important it is to thread your brand through all marketing materials including your reel.

Shelby Hightower

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You Have To Know Exactly Who You Are.

Justine Reiss

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Get your scenes together to tape for your reel , and rewrite (if you are a writer, or use a professional script writer ) them so they are not exactly the same as the original script - in

case the person potentially who will hire you is very familiar with the show that you are taking that scene from.

Focus on your reel first, before you start worrying about a website as an actor, or even your head shots. Instagram works as well as a website

Kaitlyn Diehl

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My main takeaway is that discovering one's brand is imperative to moving forward in the industry, and that all of our materials need to line up (reel, headshot, website) in order to "sell" ourselves most successfully.