

Branding Prep Work - Personal Assessment:

1. What types of roles are you typically cast in?
2. What's the description of those roles, the essence?
3. What roles do you want to play?
4. Why do you want to play those roles?
5. What are your strengths as a performer?
6. What are your strengths as a person?
7. How do you want to make people feel when you perform?
8. Write your NAME at the top of a blank piece of paper. Write down every word that comes to mind when you look at your name.
9. List adjectives that describe you. Think of how you show up in the world or things you hear over and over again from others that resonate with you.
10. Looking at TV shows, Films or Broadway shows that have been done - what roles are dream roles for you and who played that role. (i.e. *Jake Gyllenhaal in Nightcrawler*)
11. What stories are you drawn to? What themes? What genres? (i.e. *Justice, revenge, coming of age, dark comedy, etc*)
12. What's your primary focus? TV drama? Sitcom? Indie film? Commercials? (yes, I know you want to do it all, but what's in your heart of hearts)