

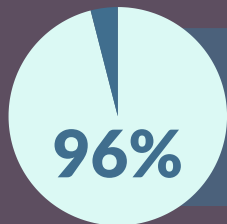
# The **Actor's** *Think Tank*

From **Industry Outsiders**  
to ***In-Demand Professionals***

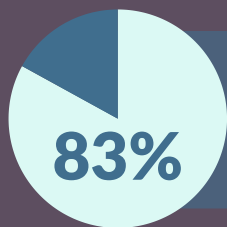
Empower Your Students to Launch  
Sustainable Acting Careers

A Proven Curriculum to Bridge the Gap Between Training and Career  
*Available in 1-Semester/Term or 1-Year Formats*

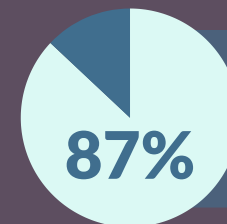
# Actors today graduate *talented* - but *unprepared*.



of students felt their program didn't prepare them for the business side of acting.



of students received little to no training in marketing, branding or business.



of students felt overwhelmed or lost within 12 months of graduation.

\*Based on data from a 2025 survey of working actors

*"Jodie has successfully built Business of Acting programs with five universities and colleges. She is no stranger to academia and supporting students as they make their way into the industry. And as a working actor herself, she walks the walk and talks the talk. **She is clearly the right person for this time in our industry.**"*

-Caroline Liem, Assistant Professor, BFA On-Camera Acting, Oklahoma City University

# Why The Actor's Think Tank®?

The Actor's Think Tank® is a trademarked curriculum for universities, conservatories, and drama schools - designed to bridge the gap between actor training and industry success.

Created by NYU Tisch alum Jodie Bentley, a working actor with 25+ years of experience and a career coach for over 16 years, The Actor's Think Tank® delivers essential tools and strategies for branding, marketing, networking, mindset, and career development.

Built from Bentley's experience creating Business of Acting programs at five leading institutions, this curriculum equips students to launch their careers with clarity and confidence.

It provides lasting momentum in today's ever-changing entertainment industry.



## Who Is It For?

- BFA/MFA Acting & Theatre Students
- Senior Capstone or Professional Prep Courses
- Conservatories in the U.S., U.K., and English-speaking markets
- Students ready to launch sustainable, fulfilling artistic careers



*"In just three months, I learned more than I did in two years of college."*

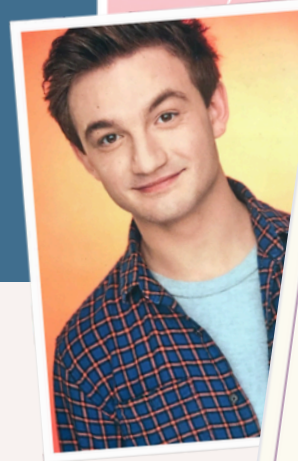
**– Katie Patterson, Class of 2014**

## Curriculum Format

- 1-Semester/Term or 1-Year syllabus
- 7-module system with 56+ lessons
- Worksheets, templates, and real-world examples
- Includes access to The Actor's Think Tank global community for ongoing support

# Career-Ready Outcomes for Your Students

- ✓ A personal brand aligned with their values and type
- ✓ Headshots, reels, and resumes that stand out
- ✓ Strategies to land agents and managers
- ✓ Confidence to pitch themselves in any room
- ✓ Networking systems and outreach strategies
- ✓ Tools to sustain long-term career momentum



## Licensing Options

- Annual license (per graduating cohort)
- Full Program License and Bulk License options
- Includes faculty onboarding and support
- Full academic implementation materials

## Why Institutions License TATT

- Fills a critical gap in actor training programs
- Built on a proven 7-step business framework and global case studies
- Developed by NYU Tisch alum + professor at 5 academic institutions
- Easy integration and ready-to-implement materials
- Includes 2 monthly group Q&As with Jodie for the students
- Used by actors working on Broadway, major networks, studios, and streaming platforms



"The Actor's Think Tank is everything I wished, prayed, and hoped my four-year degree in Acting would have offered and taught me."  
-Shalom Onuorah, Class of 2025

"My mindset shifted, my goals feel achievable, and I know where I fit into the industry. I wouldn't be where I am without Jodie and The Actor's Think Tank."  
-Hannah Russell, Class of 2018

# Add-On Licensing Option: The Actor's Office®

Empower Your Students with Proven Tools to  
Manage Their Acting Careers from Day One.

The Actor's Office® is designed by actors for actors to manage auditions, follow-ups, and industry relationships — a virtual command center for actor career growth.

While The Actor's Think Tank® teaches strategy, The Actor's Office® provides the structure to implement it day-to-day.



## Real-World Impact

- Track auditions, callbacks, and bookings
- Manage follow-up and outreach to casting and agents
- Analyze audition data to make smarter career choices
- Stay organized with calendar syncing and reminders
- Impress agents with shareable relationship data
- Build professional habits for long-term success

## Licensing Options

- Offered as an add-on license to The Actor's Think Tank®
- Flat annual fee per cohort or per-student pricing
- Includes onboarding workshop or tutorial session with TAO Support Team
- Bulk site license discounts available



*"It's the best money I've spent. I finally feel like I know what I'm doing."*  
– Lucinda Carr, Actor

*"It's like a personal assistant for actors. I'll never live without it again."*  
– Chrissy Hogue Bartels, Actor

*"I reconnected with 10 casting directors in 30 minutes. This is genius."*  
– Suzan Perry, Actor



## About the Creator: *Jodie Bentley*

A Fierce Advocate for Career Education and Actor Success.

Jodie Bentley is an actor, narrator, producer, branding expert, and CEO of Actor Insider and The Actor's Office®. She has taught at SAG-AFTRA, Actors' Equity, and over 50 universities, colleges and training programs, and created the first actor branding system in 2008. Since then, she has coached thousands of actors across 32 countries to build fulfilling, sustainable careers.

A fierce advocate for career education, Jodie believes actors shouldn't have to "figure it out" after graduation. Her mission is to empower the next generation of actors to enter the industry prepared, confident, and fully in charge of their careers.



## Recognized educator and guest speaker at over 50 institutions including:

New York University  
Baldwin Wallace  
Columbia College  
James Madison University  
UC Irvine

University of Southern Maine  
Villanova University  
Lehman College  
Syracuse University  
Shenandoah University

SAG-AFTRA  
Backstage  
Actor's Equity  
Beverly Hills Playhouse  
The PIT

The **Actor's**  
Think Tank

## Ready to Empower Your Students with *Real-World Strategy*?

Let's explore how we can support your actors before and after they graduate.  
Book a call with Peter Daly-Dickson, Director of Global Licensing & Creative Partnerships

**Schedule a Free  
Curriculum Consultation**

[www.actor-insider.com/curriculum](http://www.actor-insider.com/curriculum)

Have Questions? Email us at [peter@actor-insider.com](mailto:peter@actor-insider.com)