



How to Audition for TV Commercials: From the Ad Agency Point of View

W. L. Jenkins

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What do ad agencies look for when casting TV commercials? This insider's guide, written by a former actor turned ad agency exec, has the answers. It provides step-by-step instructions to help actors understand and master the entire process, from assessing one's looks and personality to the agency preproduction process, from reading scripts and understanding storyboards to preparing for the audition, doing the shoot, and more.

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