

CHARLOTTE THORNTON

CAREER MENTOR FOR ACTORS

WHAT I OFFER

Many actors are frustrated that what they're doing isn't working. Their confidence and self esteem get lower with every lack of audition and they don't know the business or success tools required to make changes. That is where I come in. I teach:

- Mindset (staying focused and inspired, confident),
- Personal development (clarifying our vision, and setting goals),
- The Business of Acting – how we can increase our chances by running our business as a business and not just thinking like an artist.
- Marketing (addressing how we get known and seen in a competitive industry).

I am a coach, author and speaker but formerly I was an actor, an agent and even worked in a casting director's office, in LA. So, I have a 360 degree view of the industry. With the help of a career coach I achieved my dream of performing on the West End and at The National Theatre. I now help actors achieve their dreams.

GRADUATES

If you've just finished your drama degree or graduated from drama school I can help you clarify the next steps to take, what goals you want to achieve and how to get there. If you haven't got representation we can look at how to maximise the chances of getting an agent and how to get work without one.

TURBO BOOST

If you've had a certain level of success but then work has dried up, you've hit a plateau or maybe you're just not getting the work you want. I can re-assess your current marketing tools, and your marketing strategy to ensure the work you are putting into your career is taking you where you want to go.

BACK TO THE BOARDS

if you've taken a career break for personal or family reasons, come and talk to me about how we can get you to hit the ground running. Times have changed in the market including the introduction of new media which affects our marketing strategy and our marketing tools.



Wherever you are in your career - your journey to success starts with the 360 degree Career Review Consultancy Session.

THE CONSULTANCY

The consultancy session includes 2 hours of time and expertise dedicated to your career.

- 90 minute session either face to face or by Zoom*
- 30 minutes reviewing all materials and writing post-session notes.

Before we meet I will do a complete analysis of all your marketing materials and bring these to the session, such as: reels, headshots, resume, postcards, business cards, email pitches, letters. As well as working in an actors' agency and a casting director's office, I bring my expertise from working in PR at a senior level.

Full Assessment of All Marketing Materials To- Date

We will meet face to face, in London's National Theatre. Meeting in person means I can properly evaluate your brand to see how it fits with the branding (if there is any) of your marketing materials. whatever has got you stuck, we will discover it in this session.

Whatever has got you stuck, we will UNCOVER it in the Consultancy

Identification of blocks and strategies to overcome them, whether these are limiting beliefs or practical issues such as no representation.

Get excited and re-inspired about your dreams again

Remembering why you became an actor. You are most likely feeling jaded, confused or frustrated. We'll explore how to get you re-inspired and back in the driver's seat.

Creating the Vision, Objectives and Goals

Defining of a specific vision and the appropriate goals for the next 12 months so you can leave with a plan to get started. Then you will receive the session notes and a follow up call a month on, to ensure you are on-track and answer any further questions.

Completed the consultancy session also means you will be eligible for on-going mentoring sessions, packages and additional mentoring services

*The Online Fee is £215

*Face to Face Session is £255 LONDON ONLY

"Charlotte is an inspiring, vibrant and motivational mentor. My first 1-2-1 session with her gave me the guidance I need to confidently progress my career forwards. She's extremely clued-up on the industry from her experience as both an actor and an agent. Therefore, **she was able to give specific advice tailored to suit my needs. I left our first meeting feeling excited and eager to put our plans into action.** I look forward to another session with Charlotte and I have no hesitation in recommending her!"



NATALIE ANN BOYD

CHARLOTTE THORNTON

CAREER MENTOR FOR ACTORS

Whilst the consultancy session can stand alone ongoing mentoring is recommended to work on the bespoke areas needed for your development. There is no quick-fix, so whilst we should have created some key a-ha moments in the Consultancy session, ongoing mentoring ensure accountability so that you are encouraged and committed to follow through.

Accountability Encouragement Expertise

Furthermore, with ongoing mentoring you have someone on your team to review new materials with, or your new headshots. Or to deal with that audition panic or any range of unknown variables. I have helped clients deal with situations on the day they asked for and needed them, such as helping craft a reply to an agent's email or handle an invite to a premiere or leverage a TV appearance.

What is the cost of things staying the same?

Of course, we must weigh up the opportunity verses the cost and do our due diligence in terms of looking at all the options. In doing so, it is key to also ask. what is the cost of things staying the same?



BESPOKE TOPICS

- Confidence
- Understanding the Industry
- Audition Technique
- Marketing (getting known)
- Brand / Casting Bracket
- Agent Relationships
- Leveraging Opportunities
- Handling Rejection
- Managing your Finances
- Social Media
- Finding Work
- Finding Representation
- Networking
- Working in LA

“Charlotte's background, as an actor of vast experience, agent and coach, place her in a unique position to give valuable advice to all actors, irrespective of experience. I find her down-to-earth, plain speaking and reassuring attitude **empowers you to set goals that you may not even have thought of before**, as well as providing a structure where those goals are in bite-sized chunks and totally achievable. I would highly recommend actors book a session with her to get a personal holistic approach to all aspects of the business.”



SIDNEY COLE

GRADUATES

Below is an outline of a six-month programme that a graduate might undertake though each programme will be bespoke to the individual and tailored from the consultancy session. All sessions involve the accountability of setting actions for the next session and reviewing progress to catch any issues as they arise.

Session One

Becoming your own CEO: Acting for Business 101

Understanding how running your acting business as a business can create success

Session Two

Starter guide to how the industry works

Roles of all key players; directors, casting director, producers, writers, agent and the network. How to know what they want and deliver it.

Session Three

Agencies – the network, the tiering and how the relationship works between casting director and agent.

Session Four

Understanding agents – either to maximise the current relationship and avoid the cull, or finding representation by intelligent marketing and research

Session Five

Getting Seen – Marketing 101

Exploring range of marketing materials; the reel the resume, business cards. What you need and how use these effectively.

Session Six

Finding work, creating work and keeping inspired and audition ready in the down time.

"As a younger actor meeting with Charlotte was so valuable. I got clear on my casting type, what photos to use and how to move forward. Having another actor, who has been there before me, teach me about the industry and how to get ahead, was fantastic. **I felt supported and anytime I asked her for help, she was there.**"



JULY ATES

TURBO CHARGED

Below is an outline of a six-month programme for a professional actor who feels their progress has plateaued. No matter what you do it makes no difference. you feel stuck, jaded and unsure what to do next. The programme will be bespoke to the individual and tailored from the consultancy session, but this forms a guide.

All sessions involve the accountability of setting actions for the next session and reviewing progress to catch any issues as they arise.

Session One

Creation of the Campaign to Get Seen and/or to change your representation

Session Two

Addressing the impact on your self esteem and self-belief. How to change the story.

Session Three

Kick-Ass Marketing for Professional Actors. Up-levelling your visibility.

Session Four

Social Media for relationship building, marketing and further exposure!

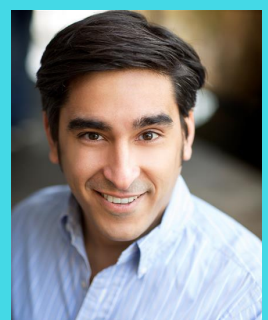
Session Five

Networking and opportunity creation

Session Six

Press Releases, PR and how to gain leverage.

I felt very lost at the beginning of the year so I contacted Charlotte to see how she might be able to help me. I was not disappointed! She helped me to focus my energy into actions that helped me progress my career and **after only a few sessions, I booked my first TV job.** She also helped me work the wider skills when it came to organising my time and working through difficult situations, which has gone a long way to improve my non-acting working life. Charlotte is able to offer tailored advice in a very personable way - I can't recommend her enough!!"



ALEXANDER NAIR

BACK TO THE BOARDS

Below is an outline of a six-month programme for a professional actor returning to his or her career after a break. The programme will be bespoke to the individual and tailored from the consultancy session, but this forms a guide.

All sessions involve the accountability of setting actions for the next session and reviewing progress to catch any issues as they arise.

Session One

Creation of the Campaign to Get Seen
Review of any new or updated materials

Session Two

Limiting Beliefs. How to change the story.

Session Three

Building unbeatable confidence, no matter what

Session Four

Social Media for relationship building, marketing and exposure!

Session Five

Reigniting the Networking

Session Six

Press Releases, PR and how to focus on leveraging opportunities

My coaching sessions with Charlotte not only offer me guidance and ideas for my career, but the support and encouragement is a real boost too. **There's nothing more empowering in this industry, than having someone on your team**, who has been there and wants you to succeed. I highly recommend her.



CONSTANCE LAMB

CHARLOTTE THORNTON

MENTORING FEES



"We can achieve about 70% of our potential alone, but to go beyond that takes a mentor or coach. 70% is not enough for success in acting where only the top 10% are working." Charlotte Thornton, Former West End Actress

ONGOING MENTORING

SINGLE SESSIONS PAYG

- 1 x 60 minute video conference at £95 each

THREE SESSIONS SAVE £15

- 3 x 60 minute video conference at £90 each
- One-off payment of £270 or pay 95,95 and then 80.

SIX SESSIONS SAVE £60

- 6 x 60 minute video conference at £85 each
- One-off payment of £510, or two payments - 285 and 225

TWELVE SESSIONS SAVE £180

- 12 x 60 minute video conference at £80 each
- One-off payment of 960
- Or three payments of £320

