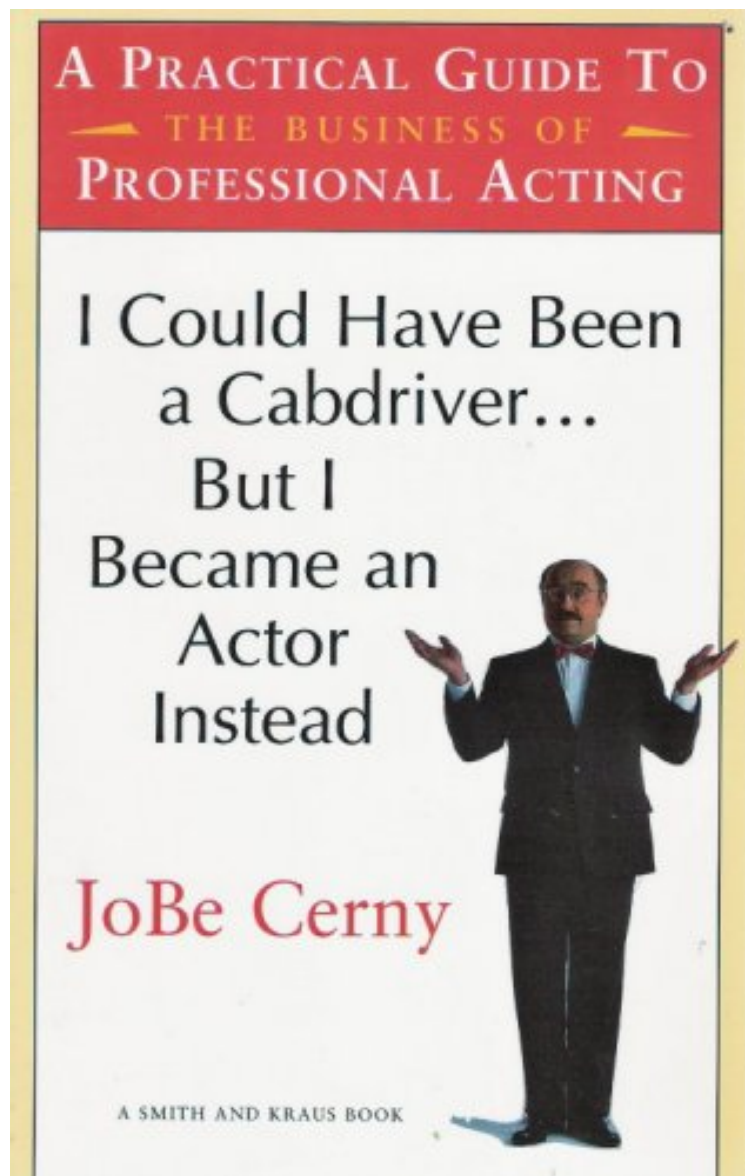


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## **I Could Have Been a Cabdriver... but I Became an Actor Instead: A Practical Guide to the Business of Professional Acting (Career Development Series)**

*JoBe Cerny*

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**JoBe Cerny : I Could Have Been a Cabdriver... but I Became an Actor Instead: A Practical Guide to the Business of Professional Acting (Career Development Series)** before purchasing it in order to gage whether or not

it would be worth my time, and all praised I Could Have Been a Cabdriver... but I Became an Actor Instead: A Practical Guide to the Business of Professional Acting (Career Development Series):

This book is about the business of acting. It explains in detail how an actor makes money and creates a career. It is not a basic introduction to the business, but an advanced business book that helps the actor create and sustain a career. The book covers topics like finding acting jobs, long term career management, agent relations, developing a saleable image, advertising, marketing, public relations, money management, continuing education, physical training, business expansion, health insurance, pension plans, union involvement, and dealing with the everyday personal problems every working actor faces. This book was developed over a thirty year period and tested in college classroom situations in an effort to answer questions aspiring actors had about the acting business. This book goes beyond the college classroom into the real world of the business of acting. It answers the question that troubles every actor the most: "How do I make money as an actor?" While the book offers very sound business advice, it is written in a humorous and inspirational way that gives the reader a very realistic idea of what it takes to be a professional actor.

About the AuthorWritten by comedian JoBe Cerny, the book is filled with stories from real life situations about the trials and tribulations every working actor will eventually encounter. Mr. Cerny's acting career has spanned three decades, and during that period of time, he has consistently been one of the top wage earning members of Screen Actors Guild and AFTRA. Unlike most actors, he has never had to drive a cab to support himself - hence the title! An actor with a successful business background reveals the secrets to creating a profitable acting career. While he has done thousands of acting jobs on stage and screen, Mr. Cerny is best known on-camera as The Cheer Man and in voice as the Pillsbury Dough Boy.