

YOUR CASTABLE TYPES

Understanding How the Industry
Perceives Your Talent Will Maximize
Acting Success

by Cynthia White

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Your Castable Types

In *Your Castable Types: Understanding How the Industry Perceives Your Talent Will Maximize Acting Success*, top coach, Cynthia White, shares her transformational acting technique and cutting edge career development program, relied on by busy working actors on Broadway, television, film, and commercials.

The first book from this NYFA award-winning actor and director is an indispensable guide for performers at any career stage. Developed from years of professional experience and proven successful by her hundreds of clients. *Your Castable Types* answers the questions and solves the dilemmas confronting actors that never get addressed by college or studio programs, namely, how to launch and sustain a meaningful acting career in today's competitive and fast moving industry.

Take it from someone who's been in the trenches: this is strategy, a guide to institute a campaign to be relentlessly vulnerable and business-like at the same time. To contact one's inner essence and package it, is the goal of this book.

-Dr. Larry Myers, Artistic Director, RWM Playwrights Lab,
Co-Creator of The Dramatic Workshop with Dr Maria Piscator
and Professor, St. John's University.

Author Cynthia White has coached professional actors and acting students all over the country and world through her company, IndependentActor NYC. A 2012 recipient of the New York Foundation for the Arts Artist Award, her work as an actor, director, and writer encompasses stage, screen, and new media. Her voice can be heard on numerous television and radio commercials, animation, and video games.

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Understanding How the Industry
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Will Maximize Your Acting Success

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In ***Your Castable Types®: Understanding How the Industry Perceives Your Talent Will Maximize Acting Success***, Cynthia White shares her transformational acting technique and cutting edge career development program, relied on by busy working actors on Broadway, television, films and commercials.

This book is an indispensable guide for performers at any career stage. Developed from years of professional experience and proven successful by her hundreds of clients, ***Your Castable Types®*** answers the questions and solves the dilemmas confronting actors that never get addressed by college or studio programs, namely, how to launch and sustain a meaningful acting career in today's competitive and fast moving industry.

Using her signature method, The Complete Thought Approach and creating an integrated career plan of action, you will learn how to energize and focus your talent with proven acting, audition and marketing techniques that will take an actors work to the professional and nuanced Performance Level required by agents and casting directors.

Your Castable Types® is available through these retail and online booksellers in the US and around the world:



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Your Castable Types® has been added to the Performing Arts collections of the Library Of Congress, the world famous Qatar National library and over fifty college and universities libraries, including:



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Overview:

Why do so many wonderful actors never get the chance to use their talent? Why do well-trained actors fail to convince casting directors to book them for jobs and agents to take them on as clients? Why do so many actors find they're chasing after any career opportunity as opposed to creating a career they love? The simple answer is most actors have no understanding of their Castable Types® and without that crucial knowledge and insight, a majority of actors will fail at their creative career goals.

Understanding your Castable Types® is more than saying "I'm this or that type". It's having a thorough, in-your-bones knowledge of what is unique about your talent, how that can set you apart from the competition, giving you a recognizable identity as an actor. It builds demand for your talent. It becomes your area of acting expertise in the market. Strengthening and then using the unique and essential qualities that make up your CastableTypes® allows actors to take their work to Performance Level by bringing specificity, energy, relatability and nuance to every role. That is what casting directors look for in actors. That is what gets you to the final callback. That is what persuades a director to take a risk on a fresh face or an actor who differs from the breakdown and give him or her a chance. That is what tells an agent your talent is worth the investment.

By understanding your Castable Types®, using the right techniques to achieve Performance Level work and having a clearer, current grasp of the industry, actors can finally make a successful and sustaining acting career a reality.

Who should read this book:

- Acting Students
- Early Career Actors
- Mid Career Actors
- Comedians
- Voice Actors
- Host and Presenters

Chapter Titles:**Part I: Understanding Your Castable Types®**

Chapter 1: Your Castable Types: How the Industry Perceives You

Chapter 2: The Castable Type Monologue

Chapter 3: The Castable Types Approach to Acting

Chapter 4: The Complete Thought Technique

Chapter 5: Your Castable Types in Action

Chapter 6: Getting The Perfect Castable Type Headshot

Chapter 7: Marketing Materials: Bios, Resumes and More

Part II: Maximizing Your Acting Success

Chapter 8: Defining Success

Chapter 9: The Actor as CEO: Designing Your Career Plan

Chapter 10: Strategies of Successful Actors

Suggested Reading List

Cynthia White is an **Actor, Director, Writer, Producer** and **Acting Coach**. She has coached hundreds of professional actors and acting students all over the country and world through her company, **IndependentActor**, a training and career coaching consultancy for Actors and Performing Artists. Her book on acting technique and creative career development, **Your Castable Types®: Understanding How The Industry Perceives Your Talent Will Maximize Your Acting Success**, is published by Smith & Kraus and available at bookstores in the USA, Great Britain, Australia, Canada, Israel and India as well as online retailers such as Amazon.com. Your Castable Types® has been added to the permanent performing arts collection of the Library Of Congress, the non-profit Qatar National Library and fifty college and university libraries including NYU, Yale, Columbia, Brown, Emerson, UNC. IndependentActor has been profiled by WomenArts for an amazing 99% success rate with clients auditioning for graduate and undergraduate acting programs and is a past recipient of grant funding from The Women's Venture Fund, Empire State Development Corp. and Seedco. Ms. White is often sought after for her creative and career makeovers of professional actors working on Broadway, feature films and network television. Cynthia is a frequent speaker on panels discussing acting, directing and careers in the arts at colleges and high schools including NYU's Tisch School of the Arts, St. John's University, Moravian College in Pennsylvania, Pace University, The Lee Strasberg Theatre Institute program at NYU and Jacqueline Kennedy Onassis High School in New York City. She ran the commercial and on-camera acting program for Modeling Camp NYC for five years and taught monologues and scene study at the New York Film Academy and the Tampa Actors Institute, and acting for film and television, commercials and improvisation at the Academy of Cinema and Television in five cities. Cynthia was featured on the London Weekend Television primetime series, NYLON, focusing on her coaching of British actors working in New York City.

A 2002 recipient of the New York Foundation for the Arts Artist Award for her performance and directing work, Ms. White graduated from New York University's Tisch School of the Arts with a B.F.A. in Drama, where she also focused on Film Theory, 20th Century American and European Avant Garde playwrights and performance. She studied for eight years at the Lee Strasberg Theatre Institute in New York and London, including work with Max Stafford-Clark at the Royal Court, and was a master student of Anna Strasberg for four years. Cynthia trained as an apprentice actor with members of Ireland's Abbey and Gate Theaters as part of the distinguished **Joan White English Theatre Company** (no relation) playing the roles of Mary Boyle in **Juno and the Paycock**, Viola in **Twelfth Night**, Julia in **The Rivals**, Helena in **All's Well That Ends Well** and Pegeen Mike in **The Playboy of the Western World** at the famous venues. Ms. White studied Irish and British dramatic literature and performance at the Universities of Trinity in Dublin, working with renown Samuel Beckett expert, Dr. Ivy Bannister, and Surrey in England. where she performed in the Joan Plowright production of **The Cherry Orchard** at the Yvonne Arnaud Theatre. There Cynthia and the company apprentices were mentored by Laurence Olivier, Bernard Miles, Peter Jackson and Derek Jacobi. While touring as Imogen in Shakespeare's **Cymbeline** in Paris, Moscow and St. Petersburg, she taught sensory workshops at the Moscow Art Theatre.

Ms. White's most recently worked on the New York stage in the original, historical drama, **King Christina** by Martha Kearns, in which she is both directed and performed the role of Maria Eleonora of Brandenburg. She has been seen as Margie in the hit Off-Broadway production of Theresa Rebeck's, **Loose Knit**, which she also co-produced and directed. Other selected acting credits include the role of Emma in the staged reading of **Another Father** at Manhattan Theater Club, which she also directed, Maggie in **Dancing at Lughnasa** at the Rockaway Playhouse,

Kilgarden at Circle Rep, the national tour of **Play to Win: The Story of Jackie Robinson and Baseball's Color Barrier** with Theatreworks USA and independent film, **City.com** which ran at The Screening Room in TriBeCa. Her voice can be heard on cartoons and commercials for television and radio in the US and Europe for companies including TAG Heuer, YAHOO E-Learning, Danvest, ePlankton, Comcast Cable, Adopt-A-Waterway, ChevronTexaco, Canadia Diamonds, L'Oreal, USA Networks, Lifetime Television and the international web campaign, Ideas That Matter, produced by Organic Communications. Cynthia is the voice of sci-fi warrior, Kaj of the Fvost in the Black Hammer video game, **Supremacy: Four Paths to Power**. She also narrates numerous audio books by New York Times best selling authors for Audible.

Additional directing credits include the staged readings **Father Amor** at the Equity Library Theatre and On Demand at Manhattan Theatre Club, the world premiere of **Spades** at the Pantheon Theater, Lee Blessing's **Independence** at Pulse, **On the Edge** at CAP 21, **Angevin by Four** at the 78th Street Theater, The Rivals, Lone Star and Skirmishes at Theosophical Society in London and the one-woman show, **Material Girls, Spiritual Woman** at the 78th Street Theater in which she also starred. Cynthia frequently casts for union theatre, film and network television series in the U.S. and Europe.

Ms. White learned the production side of the industry while working at **MTV Networks** on the shows **Remote Control**, the **Remote Control College Tour** (Contestant and Show Coordinator) with Denis Leary, Adam Sandler, Ken Ober and Colin Quinn and **Lip Service** (Associate and Coordinating Producer) hosted by Jay Mohr. On the later, White worked with some of the biggest names in rap and hip hop at the time, including, MC Lyte, Salt 'N Pepa, Monie Love, T-Money and Biz Markie and pop culture figures such as Dr. Joyce Brothers, Tiny Tim, Henny Youngman, Nipsey Russell, Sally Kirkland, Barry Williams, Butch Patrick and the American Gladiators. Cynthia was the Competition Coordinator for the now legendary **1990 Nintendo World Championships** national tour and finals competition at Universal Studios in Hollywood, sponsored by Pepsi, Nabisco and Reebok. A key part of her job was becoming a high scoring expert at playing the video games Super Mario Brothers, Rad Racer and Tetris in addition to writing and producing the event show each week.

Her extensive show touring built great relationships with staging and technical designers, giving Cynthia the opportunity to get hands-on technical experience as a stage manager, sound and lighting tech and production coordinator for large scale concerts for the bands **Pearl Jam, Scorpions, Kings X, Mud Honey, Brooks and Dunn, Alan Jackson, The Beach Boys, The Righteous Brothers, Bootsy Collins, Tito Puente, Jody Watley** and **Chris Issak** and events including readings by **Dr. Maya Angelou, NCAA basketball games** and **televised figure skating shows** with World and Olympic champions, At many of these events, Ms. White was the only female member of the staging crews. After living on a tour bus with Adam Sandler and Colin Quinn, she was well prepared to deal with the roadies.

Script writing credits include the comedy pilot **The Dirty Divas**, co-written and performed with comedian Robbyne Kaamil for Sirius Satellite Radio and the comedy short, **Sink or Swim**. She is now at work on a documentary about the poetry readings which took place as part of The People's Library during the Occupy Wall Street uprising in 2011, titled **Otherwise Expressed**, showing the interaction of world famous and amateur poets performing together at the historic scene. the shows and performances were constructed.

A skilled photographer, mixed media artist, sculler and thoroughly deranged Mets fan, Cynthia is an active member of AEA and SAG-AFTRA.

“I was mentored by some of the great figures in show business so I know how important wise creative and career guidance is to an actor. I admire the honesty of Your Castable Types which gives the facts to actors who are truly serious in pursuing that uphill battle known as Acting.”

—Roz Clancy, Roz Clancy Casting and Productions

“Take it from someone who’s been in the trenches: this is strategy, a guide to institute a campaign to be relentlessly vulnerable and business-like at the same time. To contact one’s inner essence and package it, is the goal of this book. You will learn how to synthesize show business and sensitivity with Your Castable Types. The reality of this industry requires innovative and imaginative individuals like Cynthia White.”

—Dr. Larry Myers, Artistic Director RWM Playwrights Lab, Co-Creator of The Dramatic Workshop with Dr. Maria Piscator and Professor, St. John’s University.

“I always look forward to scouting talent that has been trained by Cynthia White. Her students create work that is as intimate and alive as it gets. I never miss her showcases and actors should not miss the chance to read this book and learn what scouts are really looking for.”

—Chanel Kong, Director of Scouting, NTA Talent Agency

” ★★★★★ Wow! A real eye-opener!”

—Amazon.com, Verified Customer Review

” ★★★★★ A powerful, informed, actionable, and compassionate guide to personal and professional transformation. She clearly has not only superior knowledge of her craft and the industry but a great love of it as well. You don't want to pass this one up. It's filled with all of the insider information you've been looking for.”

—Amazon.com, Verified Customer Review

” ★★★★★ This is great for the working or aspiring actor. Practical yet intensive this book is a must have for all performing artists!

—Amazon.com, Verified Customer Review

Suggested Interview Questions

1. What are an Actor's Castable Types®?
2. How are Castable Types® different from type casting?
3. How do you evaluate an Actor's Castable Types®?
4. Why do so many talented, hard working actors fail in the industry?
5. What are the most common mistakes seen in auditions and performances?
6. What is the Castable Types® approach to Acting?
7. How does the Castable Types® approach increase an actor's chance of getting an agent and booking work?
8. What is the Castable Type monologue and why is it so important?
9. What is the Complete Thought Technique?
10. How can Actor's work with you if they don't live in the New York City area?