

LAWLESS

CASTING COMMERCIAL COACHING AND SEMINARS

STEWART SEMINAR

YOUR GOAL: BE AT YOUR BEST LONGER THAN EVERYONE ELSE

CRITICAL ASSUMPTIONS: BE REAL, BE CLEAR, BE POSITIVE.

Being relaxed and prepared is the clearest route to earning the confidence you need to be your best self and give your best audition, every time. Directors and Agency creatives are simply looking to find someone who has the right combination of look and skill to make a cool 30 second film. Someone with the right look, who can do the job and is easy to work with - someone normal. Someone like you.

PERSONALITY INTERVIEWS: You Are Enough

- HOW you answer, not WHAT
- A 30 second story that makes you smile: Happy to be there
- Cocktail Party Parameters with Details Details Details
- 3 fun stories ready to go

NO DIALOGUE (MOS): Create a Positive Experience

- BITE+SMILE: "JUST what I wanted", Eyes up and out, Peaks and Valleys, Small bites, 3 different reads
- DRIVING: "Nowhere I'd rather be", gentle wheel movement, eyes to mirrors, horizon, radio
- TECHNOLOGY: Using product with positive ease, look and like, device sternum level, eyes up
- GROUP IMPROV: Best friends, shared experiences, eyes out, make each other look good

HEAVY DIALOGUE + LINES: Concept Over Copy

- 70% of commercial actors do not know their lines.
- Learn the Beats: Concept and performance matters most
- Learning Lines: Learn your lines with distraction. Learn them monotonous. Learn the beats
- Start Strong, Finish Strong: KNOW first and last when going to camera
- Eyes to camera: Giving Expert advice to a close friend

DIALOGUE: Present, Playful + Positive

- Blocking: Know your eyelines, where and when to move, make sure we can see your eyes
- Play the Concept: Know the beats, understand your role, find the joke
- Improvising: Make it your own, prelife and buttons, be specific, laser missiles, not cluster bombs

The Callback: Separation in the Preparation

- Start Strong, Finish Strong: Read the room, ping, exit with confidence.
- Relax, Prepare, Confident: Prepare what you have control of, let go of what you don't - trust your.
- Have Fun: Listen, be present, focus on the process.