



## **IndependentActor Offers Actors Blueprint for Success with Career Coaching Seminars**

*Award-winning Actress and Director, Cynthia White, Gives Aspiring Actors and Actresses an Edge*

For Immediate Release

NEW YORK/EWORLDWIRE/Jan. 19, 2004 --- IndependentActor in New York City combines a unique mix of acting training and career coaching to earn its reputation as an oasis of inspiration, artistry and common sense for professional and aspiring performers.

With its signature class, The Take Charge Course(TM), acting careers are jumpstarted - graduates book work on major network television, in feature films and on Broadway.

"Our program is designed around the goals of individual actors," says Cynthia White, IndependentActor owner. "We ask them what they want from their careers, what brings them artistic satisfaction, and in what direction they want to grow professionally. Actors are their own small business and they need a viable plan that integrates artistry and reality with strategies for future growth."

IA opened five years ago as a resource for optimizing training and maximizing artistic and commercial potential. The Take Charge Course was created two years later when White's own busy acting career made it difficult to see her many clients privately. Those who work with her have called her approach to training and the business "expansive", "results oriented" and "just a bit spiritual".

As a result of the rising popularity of The Take Charge Course, IndependentActor is launching it for the first time as a one-day seminar across the tri-state area.

The Take Charge Course bridges the gap between training and working in the professional arena. Participants learn the true business of the entertainment industry, how to define their castable types, refine their marketing materials, improve audition and acting techniques and develop a personalized career plan. Clients laud the results: killer auditions, flawless presentations and the ability to book jobs.

"Actors arrive here after they've spent significant time and money at studios that sell access to agents and casting directors. They feel as if they're being set-up for failure and rejection by the industry. Truthfully, most of these actors simply weren't ready to meet agents and casting professionals. Their technique isn't polished to a performance level and their marketing materials and audition skills are off. I help actors rediscover their passion and escape the cycle of failure."

Case in point: Forty-six year old actress Alice Moss had all but given up her dreams of being on television after years of rejection. Within weeks of completing The Take Charge Course she got an agent, booked the first of six commercials and now has a recurring regular role on the Discovery Health channel show, "Cooking in Brooklyn."

Another course graduate, Alex Tufel starred in a episode of "Law & Order SVU" and "Combat Jump" on the History Channel within a month.

Aspiring musical theatre actress Maria Couch landed a breakthrough role in the Baltimore Center Stage

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production of "Sweeny Todd" and is now being considered for the leading role of Amneris in Aida on Broadway.

Said White, "Actors are told to be happy getting any job and chase after any project no matter how awful or low paying it might be. No professional would run a business in such a haphazard, unempowered way and expect to be happy or successful."

Added White, "When you commit to doing what you love and approach it with intelligence, dedication and creativity, success will follow, doors will open and you will make your own opportunities. It's certainly worked that way for me."

White, an award winning actress and director with producing and casting credits for network television and the Equity stage, most recently appeared in and directed the Off-Broadway hit, "Loose Knit" and is the voice of many television and radio commercials.

MEDIA: To preview the Take Charge Course, call 212-587-7756. More information on IndependentActor classes is available at <http://www.independentactor.com>.

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