

Help your child break into acting!

FabJob Guide to
**Become a
Child Actor**



A Guide for Parents on How to Get
Your Child into TV Commercials

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1. Introduction

Children have been charming us forever, but that charm has never worked more magic than on the silver screen. Who can forget **Shirley Temple's** performance in *The Little Colonel* or her determined *Heidi*. More recently, **Macauley Culkin** in *Home Alone* proved that a kid could be the master of his universe.



Movies like these have spawned generations of wannabe child actors. In fact, the innocent charm of a child actually transcends the film medium, because not only do children become engaging characters, they are also recognized as a powerful element in marketing consumer products. In the hands of Madison Avenue advertisers, children move **billions** of dollars of product annually, not just to other children but to adults as well.

Children are often used in the marketing of anything from **toys** and **games** to **fast food** and **vacation destinations**. In fact, it's well known in the advertising community that the three most powerful attractors on the cover of a book or magazine are a puppy, an attractive woman, or — you guessed it — a child.

Children are seen in more advertising now than at any time in the past. With **500+ cable channels** and hundreds of periodicals there are golden opportunities for children who would like to be an actor in a commercial or a model in a print ad.

Just the experience of being in a commercial is priceless. To see what goes into the making of a commercial — the number of people involved, the amount of equipment necessary, and the thrill of the call, “lights, camera, action” — can be awe inspiring. Plus, the possibility of earning some serious **money** awaits those who decide to pursue it.

“How much?” you might ask. We'll talk more about that later in this guide, but for now, suffice it to say that much to the delight of parents, many a kid has paid for his/her entire college education by doing a few national spots.

Inside This Guide

This guide will offer some insights on how to go about **getting your child into a commercial**. If he or she enjoys the experience we'll show you how your kid can pursue a **career** as a **professional child actor**.

You'll be able to determine if your child has what it takes, not just to make it through the first booking, but also to make it as a career. You'll hear **agents, managers, casting directors** and other professionals talk about the "spark" and why it's so important.

The two most important factors of success are a willing (and eager) **child**, and a **parent** who is willing to take time out of his or her own schedule to take the budding actor around to auditions and to the shoots. We'll deal with these issues in depth in our guide. But if you qualify on these counts, this guide can show you the way to a richly rewarding experience for both parent and child.

During the pursuit of a commercial acting career, your child will learn **poise, charm** and **self-confidence**. The life lessons your child will experience will serve him well throughout life, no matter what career ends up being the chosen one.

