



## In Interview with the foremost Marketing Coach/Mentor for Actors, Gwyn Gilliss

### What is a Marketing Coach? Why is it beneficial to have one?

*“Coaching is nothing new. Olympic Gold medalists, top CEO’s, politicians and every winner has one. It’s not enough to know how to play the game; you have to have a Master Plan. An acting teacher can only teach you the craft. Even if you have an agent, don’t expect him to tell you what to do with your career or how to get there. A Marketing Coach is a mentor who has already had a successful career and can guide you to achieve the same! She’s been there, done that!”*

### What does a Marketing Coach really do? How does it work?

Simple. A Marketing Coach:

**C**

**creates** a marketing plan. No two actors have the same career path. The plan helps you generate an income as soon as possible. Many clients work in commercials and Primetime TV waiting for that perfect Film or Broadway show!

**O**

**opens** the door to the right “support” professionals. This includes: the best photographer, resume and website designer, demo reel producer, master acting teacher, monologue coach-whatever you need to be excellent.

**A**

**advices** on presentation. This starts with your BRAND – your clear “image” as in wardrobe, hairstyle, make-up when you appear in person and your marketing tools- resumes, headshots, demo reel when you are not there in person.

**C**

**connects** you PERSONALLY with top Agents and Casting Directors. You’ll get more work than going to an open call, a “pay-to-meet” or submitting on-line!

**H**

**helps** you maintain enthusiasm and a level of excellence. Your auditions become callbacks and bookings!

### **A MARKETING COACH MEETS REGULARLY ONE-ON-ONE WITH A CLIENT MONITORING THE STEP-BY-STEP PROGRESS. PLANS ARE 3 , 6 AND 12 MONTHS.**

Is it affordable? Is an acting class affordable or a head shot or a website?  
If you get what you need to become successful the word affordable seems insignificant. Yes, it is affordable. There are many Tiers to Gwyn’s Coaching programs and she has been working with actors for 25 years. Over 3,000 actors have successfully coached with Gwyn, gotten representation and worked in Primetime TV series, Broadway and Films with A list actors. She is the ONLY Marketing Coach for actors who is a pre-eminent “role model” having succeeded in each media- other “life Coaches” or Actors Coaching other actors haven’t “been there, done that”. She has.

Gwyn has a very high success rate. Her clients think of themselves as winners so that's what they become! Career Sessions are weekly /monthly and can be in person or on the phone, video chat or SKYPE. Gwyn has clients globally from NY, LA, Chicago, Atlanta, Houston to London, Montreal, Sydney and Paris. You can join this elite group of winners as well! If you think you need a Marketing Coach, send a picture and resume to [coach@theactorsmarket.com](mailto:coach@theactorsmarket.com) and we'll contact you for a personal phone/SKYPE interview with Gwyn to see if this is a match.

"Gwyn's coaching and Strategy works! Within one month I landed theatrical and commercial representation, booked a recurring role on a Soap and am up for a series regular on a new sitcom. I couldn't have done it without Gwyn's expertise!"  
**Kacie Taylor**

"Gwyn knows what she's talking about. She's been there, she's done it, and there's no one better at teaching actors what they need to do to get there themselves."  
**Michael Raymen, Agent – Don Buchwald & Assoc.**

"Gwyn is a no nonsense kind of woman. I love that she talked very straight forward about what I would need to do in order to get the career I desired. Without her guidance and support, I wouldn't have met my agent or received the opportunities to meet and work with casting directors on such a large scale."  
**Mya Lynn Robinson**

Gwyn Gilliss is an accomplished professional in our Industry. She has helped thousands of actors find their focus and connect with other professionals to help launch their careers. She is an amazing consultant and life coach, dedicated to the Success of others. Any performer that works with her will reap the rewards of her years of experience in the Entertainment Industry and Business savvy.  
**Angela Montalbano, Casting Director**

"I loved working with Gwyn - She has helped me network and meet some amazing people in my industry to further my career. She's the kind of person that keep you accountable for what you originally wanted and will kick your butt to get you there. I have no doubt that Gwyn is the reason I am where I am today."  
**Jenny Savage**

"Gwyn gives the best of two worlds. A long and well-respected acting career gives her exceptional experience to share, and her drive to stay cutting edge and current gives her an understanding of how things work in the up-to-the-moment industry. Absolutely invaluable!"  
**Elizabeth Gans, Casting Director – Stark Naked Productions**

I feel most fortunate that I know Gwyn. She has the knowledge to offer young actors all the coaching they need when starting out in the business - every Monday I start the week on a positive, energetic and inspiring note by reading the tips I receive in my e-mail from The Actor's Market. I have learned so many things from her, from finding my type to how to present myself for an audition. I am always looking forward to hear more from Gwyn and always very happy to see her. She is one of the most inspirational people I know in the industry.  
**Maria Roman**

I have been working with Gwyn Gilliss for over 12 years. I was very new to the business when I met Gwyn. She has definitely helped me move forward with my career as an actor. Gwyn helped me market my self in the right way and then helped me get seen by top people in the industry once I was ready. I also attended the Actor's Marathons and obtained representation in New York as well

as Los Angeles through these I also was called in to audition for (and BOOKED) day time/  
primetime shows and films from the Marathons. It's been great! **Steve Magnusson**

"Gwyn, I want to thank you for being such a wonderful guidance in my career. You have a gift for sharing your experiences, insights and knowledge with such a rare kindness, support and love...and I found my wonderful Personal Manager through you. Thanks!" **Persephone Apostilou**

"In an effort to kick up my acting career, I attended a SAG-AFTRA workshop led by Gwyn in NYC . I was impressed with her knowledge about the entertainment industry and her no-nonsense approach to acting as a business, networking, and obtaining an agent. She helped me understand my marketability as an actress and provided an opportunity to meet and audition for 50+ industry professionals over three days with The Actors Market - LA Marathon. A year later, I am in LA, building my film and television credits as an actor and have representation with Avalon Artists Group."

**Jane Petrov**

Gwyn is no joke. If she says she'll get in you in front of agents and casting directors, she will. Her years of experience are invaluable for an actor trying to navigate through all the BS there is out there. I strongly suggest going to some of Gwyn's free seminars to get more information. You can also sign up for her marketing tips which will be sent to your email. If she's a good fit for you, you will know immediately. She has a strong personality and has no qualms about pointing out your flaws as well as your good points. If you prefer to only hear what you want to hear, get advice somewhere else. Gwyn's brilliant!

**Kazy Tauginas**

"Gwyn! Thank you. I would not have the professional "winner" attitude with out your honest, to the point, and insightful coaching in addition to the many tools you have offered me.

**Dante Gabiati**

Thank you so much for all you've taught me. I really feel like I've got my career in my hands and I know exactly what to do with it now instead of just shooting in the dark. ..best Coach I've ever worked with!

**Leigh Ann Heidelberg**

"if you want to learn to act find a class, if you want to learn how to work go to Gwyn."

**Ellen Burr**

Gwyn Gilliss and The Actors Market, are the ultimate resource for actors! It is hands down the BEST training, mentoring, coaching, sizzle/reel and photography services out there. Gwyn is connected, knows the best of the best and teaches you insider industry secrets to soar in your success. She's done it herself and holds nothing back. You want to be a successful, high-earning, working actor? Learn from someone who's done it! Not many are teaching it but Gwyn does!

**Inna Beynishes**