

Command Performance Productions Presents

# BEYOND THE CRAFT:

How to Make Money as a Creative Professional!



**Saturday, March 29 from 10:00 am – 2:00 pm**

**Five Towns College  
305 North Service Road,  
Dix Hills, NY 11746**

**Public Transportation: \$23 Bus at 9:30 from Babylon**

This acclaimed and intense 4-hour workshop is for working actors, writers, directors, comedians, musicians, artists, producers, and entrepreneurs. It's an empowering, bottom-line, no bull, insider's approach to being proactive and achieving your creative career goals in this economy.

## About Jim Jermanok



Jim Jermanok is an award-winning writer, director, producer, creative success expert, consultant and speaker. He recently authored a book, "Beyond the Craft." Jim has made five acclaimed features

including "Em," "Passionada," and "Agganis." Passionada was released by Columbia TriStar in over 150 countries. His latest film "Em" recently won the Grand Jury Prize at the Seattle International Film Festival and the Criterion International Inspiration Award.

Jim started his career as an ICM (International Creative Management) Agent where he represented Alan Arkin, Helen Hayes, Arthur Miller, Shirley MacLaine, Dudley Moore, Henry Winkler and General H. Norman Schwarzkopf, among others. There he was privy to understanding and studying how actors, writers, directors, and producers succeed in the entertainment industry.

## Jim will cover:

- Distinguishing yourself and your projects
- Creating industry professional promotional materials
- Pitching yourself and your projects
- Overcoming creative career self-sabotage
- How to approach and obtain agents and managers
- Understanding and succeeding with agents and managers
- Working in film, television, theater, and new media
- Effective networking and an easy networking system that works
- Essential social media marketing

**Admissions: \$97**

Reserve at <https://beyondthecraft100.eventbrite.com>

(917) 705-3608