



Rock's Success Tips

and Words of Wisdom



For information on our marketing and promotional services for actors, please see page 10.

- ★ **Promote, advertize, and market yourself!** You are the ultimate product. Nobody will hire you if they don't know you exist
- ★ Meet **producers**. **Producers hire and fire everybody**. Whenever possible, deal directly with those who have the most power.

Want to do more film and television work?

Meet more producers and you will!

Want to work **regularly** in the film and television industry?

Meet enough producers and you will!

- ★ Read the professional trade papers: **The Hollywood Reporter** and/or **Daily Variety**. Stay on the cutting edge of what's happening in your industry.
- ★ Remember the gift we gave you today. Don't expect agents, managers, or anyone else to do it for you. Here it is again:

IF IT IS TO BE, IT IS UP TO ME

- ★ Do not let the 'dream-stealers' steal your dreams. The only way they can is **if** you **give** your dreams away.
- ★ Surround yourself with positive people who **truly** want you to succeed!
- ★ Get away from negative people. **Fire all the negative people** in your life!
- ★ Send thank-you cards to every producer whom you personally feel should be thanked. Include your photo business card.
- ★ Get a website if you don't already have one. Get a domain name: www.YourNameHere.com



About the author: Rock Riddle, your Master of Ceremonies at the seminar events, has over a quarter of a century and well over 100,000 hours' professional experience in the film and television industry. His background includes: President of APS Entertainment, of course, as well as: SAG Franchised Talent Agent and Agency Co-Owner, Personal Manager, Producer, Casting Director, Stunt Person, Talk Show Host, Film and Television Actor, and Amazon.com Best-Selling, Award-Winning Author ("**How to Become a Magnet to Hollywood Success**").

His greatest talents include (1) his mastery in the marketing of entertainment industry professionals and (2) his amazing ability to motivate, inspire, and teach actors how to achieve and go beyond their dreams.

On April 21, 2007, Rock was presented with the prestigious **Reel Honoree Award**, an award which is presented once a year to an individual who has made a difference in the entertainment industry. Past recipients of this award include **Sylvester Stallone, Charles Bronson, David Carradine, Robert Conrad, Kirk Douglas, Cesar Romero, Mickey Rooney** and others. Rock has dedicated the majority of his life to helping people achieve and live their dreams in the entertainment industry, and he is very proud of this honor.



- ★ Make sure your photo business card contains contact information and your website name.
- ★ Send a congratulatory card to every producer, director, etc. when you read in the trades that he or she has signed or agreed to do another project. Include your photo business card.
- ★ Send birthday and holiday cards to producers and directors you admire. Include your photo business card.
- ★ Keep a 'tickle file'. Keep notes on the people who can hire you. Make sure they hear from you at least once a month. Make sure the cards are appropriate.
- ★ Build a file (on 5x7 cards) with photos and information on every producer and director. Search the internet, and especially read the trade papers for the most dependable information.
- ★ Your theatrical (film & television) agent's true job is to negotiate money and billing for you after **you** find film or television work for yourself. Make sure you do your job!
- ★ Over 95% of the working actors get over 95% of their film/TV interviews and work through sources other than their theatrical agents.
- ★ Act as though you are a business owner with \$500,000.00 invested. Don't put the investment at risk. Make sure it multiplies and produces **major success**.
- ★ Your business is the marketing of you as a product. Market your product well.
- ★ After you have attained success, give back to the industry. Show others the path.
- ★ Very, very few actors know the 'rules of the game'. Make sure you are one of the very few.
- ★ This is not a business of personal rejection. It is not personal. It is business.
- ★ If it appears that someone does not like you, it is that person's problem only. Don't make it yours.
- ★ For business purposes, some casting people will attempt to intimidate you. If they can not intimidate you in the office, they sometimes feel you are 'safe' to put in front of the camera. Do not take it personally. It is **not** personal.
- ★ See and understand the industry from the producers' point of view.
- ★ Go to give, not to take. Your job is to make the producer's vision and dream come to life on the screen.
- ★ You are being hired to bring the character to life the way the producer/director sees the character, not the way you might guess the character is. Make sure you understand the producer/director's vision.
- ★ The last thing producers want to talk about is you and your acting background. Talk about them and their projects. Talk about what is important to them. THEN, they will find you interesting and they will want to know more about you.
- ★ Be a team player.
- ★ It's about the project, not about the individual actor.
- ★ Network, network, network. The producers **MUST** meet you and feel comfortable with you before they will hire you.
- ★ The most dangerous thing a producer does is putting an actor in front of the camera. The project and the producer's future career are on the line. One wrong actor could cost the producer his career. Make sure the producer perceives you to be totally professional ('safe').
- ★ Never, never, never give up. The world is full of people who had no idea how close they were to

success when they gave up. Don't be another one of those people.

- ★ Remember the title of Terry Cole-Whitaker's book: "What You Think Of Me Is None of My Business". Again, don't take this business personally.
- ★ Make sure you are having fun. If it's not fun, do something else.
- ★ You do NOT have to 'Pay Your Dues'. You do NOT have to spend years and years training and doing little theatre and then do extra work and tiny bit roles in no-budget independent films. There is nothing wrong with starting at the top!
- ★ While the other people are 'paying their dues', you can achieve major success!
- ★ Those 'friends' who will hate you for achieving success – Dump them **now**.
- ★ Your success does not take away from anyone. It only adds!
- ★ It's okay to be visible. It's okay to take the spotlight. If there is fear involved, turn it into excitement!
- ★ Your success is about more than you. It is a position of responsibility and leadership.
- ★ Do not hang around with other actors. Most actors are threatened by your success. Rather, surround yourself with successful producers and directors.
- ★ Believe in yourself and your value. The producer is not 'doing you a favor' by hiring you for the project. Rather, you are doing the producer a great service by your contribution. You help bring the project to life!
- ★ Be sure to stay in touch with me and keep me up-dated on your progress. And, thank you for allowing me (and us) to be a part of your success! Rock@hollywoodsucces.com

Many of the following 'words of wisdom' were shared with me by friends over the years. I would now like to share some of them with you.

- ★ Even if you're on the right track, you'll get run over if you just sit there. - Will Rogers
- ★ If you really do put a small value upon yourself, rest assured that the world will not raise the price.
- ★ When you create your own destiny you prevent others from doing it for you.
- ★ Opportunities multiply as they are seized; they die when neglected.
- ★ All sunshine makes a desert.
- ★ To avoid criticism, do nothing, say nothing, be nothing. - Elbert Hubbard
- ★ Life is either a daring adventure or nothing. - Helen Keller
- ★ You can't build a reputation on what you're going to do. - Henry Ford
- ★ Failure is the path of least persistence.
- ★ Go as far as you can see, and when you get there, you will see farther.
- ★ There is only one you. Don't you dare change simply because you are outnumbered.
- ★ One of these days is none of these days.

- ★ Purpose is what gives life a meaning.
- ★ The secret of life is to know who you are and where you are going.
- ★ A ship in a harbor is safe, but that is not what ships are built for.
- ★ One of life's greatest pleasures is accomplishing what others say you cannot.
- ★ Use the talents you possess, for the woods would be very silent if no birds sang except the best.
- ★ Those who bring sunshine to the lives of others cannot keep it from themselves. - James Barrif
- ★ The smallest good deed is greater than the grandest intention.
- ★ Remember, no one can make you feel inferior without your consent. - Eleanor Roosevelt
- ★ You can either take action, or you can hang back and hope for a miracle. - Peter Drucker
- ★ The critic is convinced that the chief purpose of sunshine is to cast shadows. - John Mason
- ★ Do not worry about whether or not the sun will rise. Be prepared to enjoy it.
- ★ History has demonstrated that the most notable winners usually encountered heartbreaking obstacles before they triumphed. - B.C. Forbes
- ★ There are thousands of reasons why you cannot do what you want to. All you need is one reason you can. - Willis R. Whitney
- ★ Let each day be your masterpiece.
- ★ As you get older, don't slow down; speed up. There is less time left. - Malcolm S. Forbes
- ★ The road to success has many tempting parking places. - Steve Potter
- ★ Your dreams are an index to your greatness.
- ★ Our aspirations are our possibilities. - Robert Browning
- ★ People fail in direct proportion to their willingness to accept socially acceptable excuses for failure. - W. Steven Brown
- ★ Many people succeeded because they didn't have sense enough to quit when they should have.
- ★ The price of success is perseverance.
The price of failure comes cheaper
- ★ Only those who see the invisible can do the impossible.
- ★ The world has a habit of making room for those who know where they're going.

"I salute you for having the courage to reach for
the stars – and to achieve your dreams!"
– **Rock Riddle**

How Hollywood, the Land of Broken Dreams, is Finally Opening Its Heart

Hollywood - renowned worldwide for breaking hearts and destroying dreams. Still, hundreds of thousands arrive at its door hoping Hollywood will hear the knock and open wide. Actors, writers, and entertainers have no choice; they **must** express their creative talents. Otherwise, they begin to wither and die. Artists are dying of broken hearts in Hollywood every day. Hundreds give up every week. They give up their passion, their dreams, and some even give up their lives. Many suicides could have been prevented if these people had help. Now at last, that support is here, as a shift - an awakening -- takes place in Hollywood. Is Hollywood finally finding it's heart?

Two people who think it is are Michele Blood and Rock Riddle. They realize the urgency to help save actors and the entertainment industry from this negative dilemma. These two visionaries felt compelled to create a revolutionary support system to empower these wonderful artistic individuals and save them from the 'old Hollywood' that would simply 'chew them up and spit them out'.

At their first meeting in 2003, Rock Riddle and Michele Blood realized that they shared the same passion – that of helping others achieve success. They decided to synergistically combine their life missions by creating the "How To Become A Magnet To Hollywood Success" System. While Blood's gift is unlocking the underlying psychological and spiritual workings of our consciousness, Riddle teaches actors the 'nuts and bolts' of how to find, secure, and keep landing work. "This industry is one of the most difficult in which to find success. Most information is mis-information," explains Riddle, "so we are taking the absolute truth to these people. Not only will they know exactly what to expect in Hollywood and how to succeed here, they will also know how to create their own lives through the power of their own mind and how to keep their hearts open so that their creativity is nurtured and strengthened." Riddle's 25+ years of professional experience in Hollywood and Michele Blood's world-renowned teachings of metaphysics is the powerful combination that has created this revolutionary system.

Many other industry leaders are also involved in bringing more heart to Hollywood and have assisted Rock and Michele with their big mission, These include Steven Simon, producer of "What Dreams May Come" and the recent "Indigo"; Mark Vicente, director of "What the Bleep" and many others. Blood says "It is so important that others understand they can create their own dreams into reality without always requiring the support of major studios. Stephen and Mark have done this with their amazing films. Plus, their films **are** all about spirituality and inspirational messages. Even Paul A. Brown has decided to bring his new metaphysical rock ballet to LA rather than New York. There is a new paradigm happening in the film and television industry. A quickening of spiritual awareness and heart is taking place in Hollywood".

By accessing both the practical, psychological and metaphysical aspects of the psyche, the newly completed "How to Become a Magnet to Hollywood Success" System propels actors to immediate result-producing action. The first actors to use the system have already found that Hollywood's heart is lined with love and gold.

Actress Masiela Lusha, who stars as "Carmen" on the hit TV Series "George Lopez" says, "Without Rock Riddle none of this would have happened." Lusha is one of hundreds of actors who secured starring, co-starring, or principal roles in film and television through Rock's teaching, guidance, and advice.

Michele Blood has authored over 45 books and programs on success and the mind and metaphysics, and created the psychological discovery MusiVation™. She also created the world's first positive Success TV show on the Internet – MpowerTV.com -- which enjoys distribution in over 60 countries. Blood is a sought after transformational speaker and has shared the stage with many other great authors including Dr. Deepak Chopra, Dr. Wayne Dyer, Stuart Wilde and Bob Proctor. Rock Riddle possesses priceless practical knowledge of Hollywood as evidenced by his 100,000+ hours of professional experience as talent agency co-owner, personal manager, producer, casting director, stunt person, talk show host, film and television actor, and President of APS Entertainment for over 25 years.

The "How to Become a Magnet to Hollywood Success" system is dedicated to launching actors straight to the heart of the industry. Will Hollywood ever be the same?

More information is available upon request. Rock Riddle and Michele Blood are available for interviews.

Look What the Industry is Already Saying about this Revolutionary New System

"This is the best investment you'll ever make in your career!"

In my 50-plus years in this business, this is, by far, the most complete, step-by-step how-to-succeed-in-the-entertainment-industry system I've ever seen! "

-- **Irwin Zucker**, *Founder & President Emeritus, Book Publicists of Southern California. Also President of Promotion in Motion, Hollywood, since its inception in 1955. Mr. Zucker was music publicist for Steve Allen, Dinah Shore, Burl Ives, Connie Francis, book publicist for Helen Gurley Brown, Jacqueline Susann, Zsa Zsa Gabor, Norman Vincent Peale and many #1 best-selling authors.*

"Everything is going great in my career. Not only am I starring on a hit prime-time television series ('George Lopez'), but I also have major feature film roles upcoming. Without Rock Riddle's help, none of this would have happened. Thank you so much, Rock." -- *Masiela Lusha*

"Your program for Hollywood success is absolutely the best and easiest way to get involved in the Hollywood movie making world, bar none. With your expertise, any dedicated, hard working and ambitious actor with fundamental skills can get positioned for a career. I am so glad I know you and am associated with you. You have certainly helped me: To date I have done three TV projects and made twelve films . . . You have the key to success. Thanks for all you have done to help me." -- *Michael V. Allen*

"There is no end to what people can achieve in the industry with this system – from a newcomer to a seasoned vet, It's the best friend they'll ever have!" -- *Devra Hill, one of Hollywood's top entertainment & movie critics for over 20 years*

"The Hollywood Success System is so dynamic, positive, and life-affirming, the only way anyone can go with it is up. The Entertainment Industry has been sorely missing a support system of such quality. Finally, there's a revolutionary system to profoundly nurture, inspire, and educate our talent."

– *Trena Marie Hill, Producer/Actress – A Loving Light Productions*

"Over the years, I have attended seminars with many of the best motivational speakers in the world, including Bob Proctor, Tony Robbins, Zig Zigler, Norman Vincent Peale, and Tommy Hopkins. In my estimation, there are none better than Rock Riddle and Michele Blood. As a team, these two are devastatingly powerful! Their 'Hollywood Success' event was one of the most inspiring, practical, motivational, get-up-off-your-backside-and-do-it seminars I've ever experienced.."

– *Mark Kinderman*

Dozens of additional quotes are available on the website:

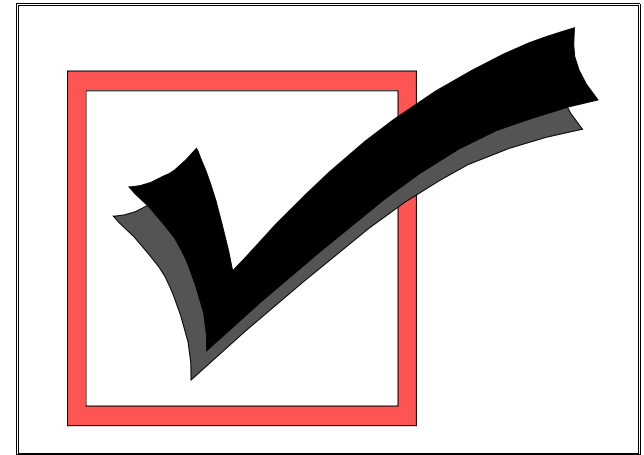
www.BeAMagnetToHollywoodSuccess.com

YOU HAVE MADE AN APPOINTMENT AT:

TIME: _____

DAY: _____

DATE: _____



to meet with APS President, S.W. “Rock” Riddle at the APS offices located at
6464 Sunset Boulevard, Suite 750, Hollywood, California (The Southwest Corner of Sunset & Wilcox – (323) 462-2777

It is **VERY IMPORTANT** that you give a **MINIMUM 24-hour notice** if you must cancel this appointment. **THANK YOU!**

Notes: _____

Foreword by Stephen Simon Producer of Academy Award® Winning "What Dreams May Come" and "Somewhere In Time"

You could be 5 minutes away from having your dreams come true.

HOW TO BECOME A MAGNET TO HOLLYWOOD SUCCESS

by
Michele Blood and Rock Riddle

Your complete step by step system
to making it in show business!

Includes interviews and inspiring, profound advice from award winning actors, producers, directors and writers.
Highly recommended for anyone who has a desire to succeed in the wonderful world of film and television, anywhere in the world.

How To Become A Magnet To Hollywood Success®

by Michele Blood and Rock Riddle

You could be just **5 minutes away** from having your dreams come true. This revolutionary book is the magic lamp you have been searching for!
Read, Learn and take action today.

Includes interviews and profound advice from the following Award Winning, Actors, Producers, Directors and Hollywood Specialists:

Nancy Juvonen, Producer and Founder with **Drew Barrymore** of 'Flower Films'. *Dennis Weaver*, Award winning actor, Steven Spielberg's 'Duel'. *Sally Kirkland*, Academy nominated and winner of the Golden Globe Award for 'Anna'. **Stephen Simon**, Award winning producer, 'Somewhere in Time', 'What Dreams May Come'. *Mark Vicente* Director of 'What The Bleep Do We Know'. *Masiela Lusha*, 'George Lopez' show. *Jésus Nebot*, 21 International Film award Director and Actor, 'No Turning Back'. *Elaine Hendrix*, 'Parent Trap', 'Inspector Gadget 2'. *Jeraldine Saunders*, creator of The 'Love Boat' and Hollywood experts *Carole Lee Dean*, *Lisa Haisha*, *Kathy Wilson*, and *Gayl Murphy*.

Stephen Simon. Producer of many amazing films including "Somewhere In Time" and founder of **Spiritual Cinema Circle**. "While written mainly for actors, I believe that EVERYONE can benefit from reading this book. Whatever your ambitions are, you will be inspired by not only the grounded business advice here, but also by the Universal laws of thought that it addresses, and how we create our own reality. This book can light a pathway that you can walk toward that goal while you also have fun with the illuminating in-depth interviews that Michele has conducted with truly outstanding and amazing individuals in this wonderful, magical, and crazy world of show business. As is frequently said throughout this book, it is not necessarily about "going" Hollywood - it is about doing what you love to do in this world of entertainment **anywhere in the world**. Allow this book to help you see this within yourself...and then jump in and find who you really are."

Irwin Zucker, One of Hollywood's Top Celebrity Publicists says: "This is the best investment you'll ever make in your career! In my 50-plus years in this business this is, by far, the most complete, **step-by-step how-to-succeed-in-the-entertainment-industry** book I've ever read!"

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Here it is! Our amazing **5-Star Rated**, **Amazon.com Best Seller**, **IRWIN Award Winning** 504-page book!

How To Become A Magnet To

HOLLYWOOD SUCCESS™



DVD Complete Training System



by

Michele Blood and Rock Riddle

Your Complete Guide
to the Entertainment Industry
Highly Recommended for Actors, Writers,
Directors & anyone who has a desire to succeed
in the Wonderful World of Film and Television



How To Become A Magnet To HOLLYWOOD SUCCESS™

by

Michele Blood and Rock Riddle

THE COMPLETE ENTERTAINMENT INDUSTRY SUCCESS SYSTEM Including:

3 Instructional DVDs Covering 5½ Hours of Profound Training

- featuring the World Premier Hollywood Success Live Event, plus hours of bonus material

A Powerful Guided Visualization CD

- specifically recorded by Rock & Michele to help you see and attract your Hollywood success!

The Comprehensive Hollywood Success Workbook

- over 100 pages of amazing "inside information" that work hand in hand with the DVD's. Includes in-depth interview with world renowned producer Stephen Simon (Producer of Academy Award Winning Movie "What Dreams May Come" and "Somewhere In Time" and "Bill & Ted's Excellent Adventure."

Michele's Songs For Success™ CD

- with 10 of Michele's famous Life Changing MusiVation™ Songs!

The Magical Laughing Meditation™ CD

- to help you immediately change your attitude

Plus, 1 year subscription to Hollywood Success Cyber Magazine & Discount Certificate to Attend Live Events with Rock and Michele!

POWERFUL TOPICS INCLUDED IN THIS TRULY PROFOUND AND ONE-OF-A-KIND HOLLYWOOD SUCCESS TRAINING SYSTEM ARE:

The Hollywood Truth

- The Agent's Role: What to Expect
- The Actor's Role: Acting is a Minor Part of it
- The Producer's Role: The Good, The Bad, and The Ugly

What All Successful Actor's Have In Common: It's not Talent

The Huge Benefits of Networking

- Where to Network: No matter where you live in the world

How To Use The Power Of Intuition

Michele's Turbo-Charged Goal Setting Secret

How to Release Resentment and Guilt and so much more...

Your Amazing Mind

- Affirmations
- All things are possible
- The terror barrier

Creative Visualization

Brain Power

Metaphysics

How To Keep Positive

Rock's Success Tips

MICHELE BLOOD is an International Transformational Speaker, Author, TV Show Host, and Producer of MPowerTV.com and creator of the world renowned psychological discovery, MusiVation™. She is regarded as one of the world leaders in helping people achieve their dreams!

ROCK RIDDLE is President of APS Entertainment, founded in 1978. Formerly, Co-Owner of a Hollywood Talent agency, he has been helping actors succeed for over 25 years. His profound expertise and experience in ALL areas of the Entertainment Industry makes his advice priceless!

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Ready to ATTACK the industry!

Since its beginning in June, 1976, APS has developed a superior series of marketing, networking, promotional, and support programs for its select professional actor and actress members. Full APS membership includes the following:

The personal delivery of your photo and resume (hard copy) to over 50 active producers and casting people every week. These are industry professionals who have the ability to hire you for upcoming legitimate union feature film and television projects, the majority of which are scheduled to begin "official casting" three weeks to three months in the future. Your photos are hand-delivered, whenever possible, by people who work with, and are a part of, the APS organization.

Electronic Submissions of your photo and resume to **at least 50 active film & TV producers every week.**

Detailed Weekly Reports: Every week you will receive an email. Each email has a link to a hidden portion of the HollywoodSuccess.com website where you can view your personal weekly report. When printed, the report is usually 15 to 35 pages in length. It gives you detailed information on all of the producers who received the delivery of your photo and resume the week before. Not only is there information on the person's current and/or upcoming project(s), but there is also information on his or her past projects. When possible, birthdays and photos of the producers are also included.

Audition preparation and additional information: Every time you get an interview, call the APS offices. APS can usually provide you with a good deal of information on the person you will be meeting. The more you know about the person and the project beforehand, the greater your probability of landing the job. *"The audition is won before you go into the office."*

Major Networking Events at Private Estates: Informal Meetings with positive, professional, active producers, directors, and other industry professionals in a relaxed businesslike, "family reunion" type atmosphere (a wonderful and unique feeling of

"community" and support - **not** a "Hollywood party") on a regular basis through the APS Entertainment Industry Networking Events. There are always more producers that actors attending. APS produces a **briefing luncheon for the actors** a few days before the actual networking event. At the briefing, the actors receive 50-page booklets that contain information on the upcoming networking event and information on all of the industry people who have R.S.V.P.'d. These briefing/meetings are usually held in restaurant banquet rooms and often feature additional producer and director speakers. Each actor is invited to schedule a separate individual "strategy session" with APS President, S.W. "Rock" Riddle prior to the network. APS personnel are available at the actual networking event to introduce the individual actors to the appropriate producers. These events are highly successful. They always produce auditions and interviews for APS members, and many actors have worked as a result of meeting producers at these events.

Monthly Film Producer Networking Events: An organization of credited feature film producers (F.A.N.) conducts monthly production-side networking events at "Arnold Schwarzenegger's restaurant" in Santa Monica. All APS actor members are invited to each event. The food and the atmosphere are excellent, and more than a few actors have been hired as a result of meeting F.A.N.-affiliated producers. This same producer's group also has a smaller networking event - "Reel Night" in Hollywood once a month to which APS actor-members are also invited.

Empowerment Luncheons: APS produces "empowerment" luncheons for actor-members. In addition to providing a great opportunity to set and achieve goals, these events provide an excellent opportunity for the actor-members to get to know each other, and, when appropriate, suggest each other to producers. Dozens of APS actors have been hired by this type of referral.

Typing, Retyping, Typesetting and Printing of



Resumes to insure maximum result-producing potential and psychological

apeal.

Printing of Resumes on the Back of Your Photos

Counseling and Career Guidance

An Investigative Service for APS members (the truth - who's legitimate, professional, and ethical in the industry and who isn't!).

World-Wide Exposure through our Web site:

HollywoodSuccess.com

The ONLY Web site featuring actors who have been interviewed, auditioned, and pre-screened.

(That's why it works and others don't.)

Averaging 400,000+ hits per month

Where the Spotlight is on you! **MEMBERSHIP DUES** (including all of the services listed in this brochure) are less than the member would spend for postage and envelopes alone if he or she could mail photos to two hundred fifty people per month without APS assistance.

Visits by appointment only - Membership limited to a maximum of 100 professional actors

NOW INTERVIEWING

PLEASE CALL TODAY FOR AN APPOINTMENT

(323) 462-2777



APS Event - Myron Estate - 98 Producers - 46 Actors



Masiela Lusha & Rock Riddle

There are a number of interviews on our websites, www.HollywoodSuccess.com and www.BeAMagnetToHollywoodSuccess.com. Following is an excerpt.



"Everything is going **great** in my career. Not only am I starring on a hit prime-time television series ('George Lopez'), but I also have major feature film roles upcoming. Without Rock Riddle and APS, none of this would have happened. Thank you so much, Rock!" - **Masiela Lusha**

21-year-old Masiela Lusha has begun her sixth year **starring** in the hit ABC-TV show, "George Lopez" – 100+ Episodes and counting! Following are excerpts from an interview we did with her for the www.HollywoodSuccess.com website and our "How to Become a Magnet to Hollywood Success" best-selling book.

Michele Blood: First of all I'd like to thank you, Masiela, for being part of our book. This is a very special book, and it's really good to have someone young whose star is rising high. You've had such great feed back for your wonderful part as Carmen on the "George Lopez Show". Congratulations on that. You are wonderful in the part.

Masiela Lusha: Thank you so much Michele. I am happy to do this interview for you and Rock.

MB: So, let's start with: When did you first know that you wanted to be an actress in this wonderful and crazy world of entertainment?

ML: Well, ever since I was growing up, I always loved to be in front of the camera. I still have home footage where I'm hogging the entire camera, the entire lens. It just had to be my face or nobody's face and doing cartwheels and kidding around. I guess I always had that feeling that I always needed to be in the spotlight, and, yet, to this day, I still never feel comfortable being physically in the spotlight, as in people surrounding me. That still makes me feel a little uneasy, but I don't mind people talking about me. So, yes, I did grow up having that feeling ever since I was real young, but I didn't start pursuing it, nor did I start considering Hollywood until I was about twelve or thirteen, when my looks could get me modeling jobs.

MB: Wow, that old? (Laughs) No, I'm just kidding, I've been in the industry since I was about six myself so I'm just playing with you. (Laughs) How did you start though, when you were that young? Was it modeling work? What were the first steps that you took?

ML: Yes, I went to a big modeling company, and I auditioned, and I got into the class, and from there I met the photographer. I guess that was my first taste of realizing how intricate and how Hollywood really is just a web of connections, because, through the modeling company, we met the photographer who told us about an agent coming from California to look for new clients. We went to this seminar where there were about 600 kids, and we stayed there till about 5:00 in the afternoon, and we'd gotten there at 9:00 in the morning. Finally, he chose three to come back with him, and I was one of the three he liked, so we just packed our bags and left for California.

MB: So where were you living then?

ML: Michigan.

MB: Oh wow, so your whole family moved to California for you?

ML: No, just my Mom and I.

MB: Oh wow, that was a big commitment. So you're one of the blessed ones. You had your family's support.

ML: I'm so blessed.

MB: Not many people have that, and they've got to do it all on their own, so that's absolutely wonderful.

ML: Yeah, it is a tough business to do all on your own. You always need some support, you always need someone to back you up and to remind you that another day's going to come.

MB: And what's your Mom's name?

ML: Daniela Haglund.

MB: Well, God bless you Daniela!

ML: I know, I still say, to this day, how blessed I am to have my mother to support me and to be there for me 24/7.

MB: That is indeed a blessing. Mums are the best!!! So you came to Hollywood, and what were the first things that you two did?

ML: We got with the agent and then we started looking for a photographer to get some head shots, and then, you know, it's so funny. Rock Riddle had been going on for a while, and all our friends knew about him, but nobody told us about him. They wanted to keep him a secret. He was giving such good advice and such great input about going into Hollywood and having all these great connections, that nobody wanted to share it. We finally found out, eventually, and then it turns out that all of our friends had been attending his seminars for, like, a year, and then we realized that this was a guy we should know. So we went to the first seminar, and he served us pizza, and we were like, "Wow, pizza and a free seminar-this guy's awesome!"

MB: I know, exactly. He really cares deeply for actors, and wants, with all of his heart, for people to stop the crazy world of the blind leading the blind. That is why I, too, feel so blessed to have met him and to be doing this book with him. The world needs this information on what to REALLY DO!

ML: Yes, he sure does know this business. So, Rock started talking about Hollywood and how Hollywood was a business, and just his insight and his enthusiasm really brought us to our feet, and we said, "You know what? We can handle this, we can do this." Hollywood is a business in the end, and Hollywood is a web of connections, and in addition to talent and looks, it's a business, and that's what he showed us. It was a very, very original point of view. We'd read a lot of books before we came to California, my Mom especially, and she saw that you have to be talented, you have to go to acting classes, a good photographer for head shots, a good personality, but in the end, it is about the business. We didn't realize that until Rock Riddle told us, and I have to say that was the best advice I was given, and to this day, I still say in interviews that Hollywood is a business and you should be considering it as a business. When you go in the morning to your work, you have to know your lines, you have to know your place, because so much money is betted on top of your head, and you have to be able to handle it. It's a gamble, and you have to remind the people that they've hired a good person to keep.

MB: How right you are, my dear! And what a mature and respectful place you come from. It's so important that you have that desire within you to be creative, and to be an artist, and do what you want to do. However, it's also extremely important to not become "precious" and to be a professional because there are a lot of people who can take your place, and that's not to scare people. It's simply a fact. It's for them to realize: It is so important, at all times, to be deeply appreciative that they chose you, and to do all you can to live up to what they're doing, particularly with film. They put so much money into it, and sometimes these people have spent years to get their scripts to the place of even getting funding. So, sometimes directors or producers may seem a little stressed out, but they've got good reason to be at times.

ML: Seriously. You know Michele, when Rock Riddle introduced us to the financial side of Hollywood, he stated that every hour over \$15,000.00 goes down the drain. Every single hour they lose \$15,000.00, so, if an actor is acting up and doesn't want to come on the set for some reason, every hour counts to them, and every hour they're going to remind themselves that this is what we put up with, this is who we hired, and now we're losing money because he or she doesn't want to come out of his dressing room. Things like that are so important. That kind of advice saves or kills careers.

MB: Exactly, I am soooooo impressed with you and your attitude!

ML: We were so blessed to get this advice right before we actually jumped into the pool of Hollywood.

MB: Well, some people know they have this advice and they STILL would rather run around chasing their own tails, so Thank God you and your Mum did take action. What did you do next, sweetie, after you got this information from Rock, and you moved out to L.A. with your lovely Mum? Then what did you do? You had your agent. Did you start taking lessons or...what did you do?

ML: Oh my gosh, I was taking so many acting classes, so many different kinds. My Mom gave me good advice too, she said, "You know, you shouldn't stick with one acting coach for a very long time, you should stick with him until you understand that he gave you all his knowledge. You have to find some of the other acting coaches who have different insights and knowledge about the business and different ways of approaching Hollywood." So I was able to go to so many different acting classes, I was able to understand each of their viewpoints, and I was able to use them all, and somehow create my own approach to Hollywood.

In the meantime, I was breathing, living, eating, acting Hollywood, and I made sure that every single day from school, I asked my Mom, "Was there an audition today? Did I get a callback?" Everything was all about Hollywood.

MB: So when did you first start getting auditions?

ML: I started getting auditions when I got with my manager, Beverly Strong, and it was because of Rock Riddle. We went to one of his seminars where the producers get together with the actors and they network. That was when I met one of the people who knew my manager. Some connections were very direct and very complete, and some took another person to get to know, and that was how I eventually met my manager. There are just so many different ways, and it just reminded me that Hollywood is a web of connections.

MB: Yes, it certainly is networking, going to networking events. That's why what Rock does for his APS members is so great. He actually invites them to networking events with real producers, directors, etc., who can get them work. Then, of course, it is up to the individual to listen, learn, and to take positive action. I was so impressed when I first met Rock through my friend Matt Way, who invited me, as a producer, to Rocks event. Class all the way!

ML: Yeah, his events really are.

MB: What were the first auditions like for you? Do you remember your very first audition?

ML: I do. Oh my gosh, now that I think back, I was auditioning for ABC's "Once and Again", and I didn't realize it was a drama. I go in there, and I have this, like, comedy flair to the scene, and the casting agent just starts laughing, and I didn't realize why she was laughing. Later I realized what kind of a TV show it was, and I was, like, oh my gosh, I just made a fool of myself in there. That taught me to really study each and every show that I auditioned for, because, even though it's your own individual acting, it's still part of the show, and it still has to go along with the feel of the show. I learned that the hard way, but I learned it.

MB: That took a lot of guts for you to go through something like that, because we've got to get over our embarrassment and just go for it, and you did that. As we say Down Under: Goodson love (Laughs). When there isn't time to study up for an audition, the best thing to do is just ask questions. Is this a comedy? Is this a drama? Just ask the right questions.

ML: That's right, exactly.

MB: The casting director wants to find someone. They are there wanting, with all of their hearts, to find the right person, so asking them questions is no problem. I think people get a little shy asking producers and casting directors questions, but it's ok to do that, isn't it?

ML: That's so true. I wish I would have known this earlier when I first started, because I very intimidated, even though I was very young going out. I was insecure a little bit, because I wasn't raised to want to be the center of attention. I just had this natural instinct to want to be, but I wasn't raised that way, so I never really felt comfortable going in front of people I just met and spilling my heart and guts in a scene. I realize now, I realized too late, and I hope that other aspiring actors don't realize it too late, that every casting director when you go into their office, they want YOU to be the one!

MB: Well my dear I tend to differ. YOU did not realize too late, as you are now a star! This advice you are giving our readers from ALL ages will help them a lot!! You are awesome and such a professional!



ML: Thank you. I do want to help others. And ...

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