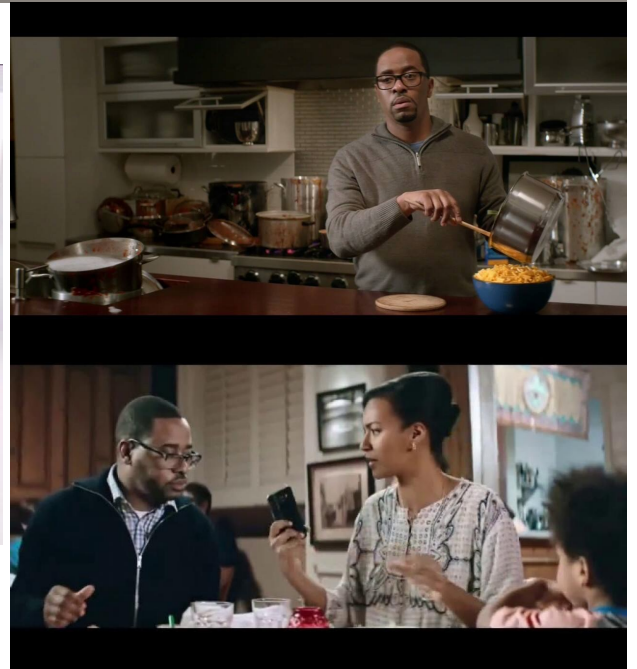


# Commercial Technique Workshop



You've told yourself many times "I should get into commercials!" You're just not sure where to start. Be a part of this ground breaking commercial technique WorkShop headed by an *actual* working actor.

Jayson, a graduate of the prestigious *Carnegie Mellon Univ. School of Drama*, has been booking national commercials for 20 years for companies such as *Verizon*, *Esurance*, *Kraft Mac & Cheese*, *Subway*, *Fed-Ex*, and many many more. He'll teach you what you need to know about the business from a honest perspective.

- ▶ Auditioning techniques
- ▶ Cold Reading
- ▶ Do's and Dont's
- ▶ How the money works
- ▶ How the skill set is different from Legit acting

Along with Jayson's many commercials, he has also had a successful TV/Film career. He has had co & guest star roles on the hit TV shows *VEEP*, *Law & Order*, *The Sopranos* and *NYPD Blue*. He is also in the upcoming Film with Kevin Hart and Bryan Cranston entitled "*Untouchable*" and the new HULU series "*Looming Tower*."