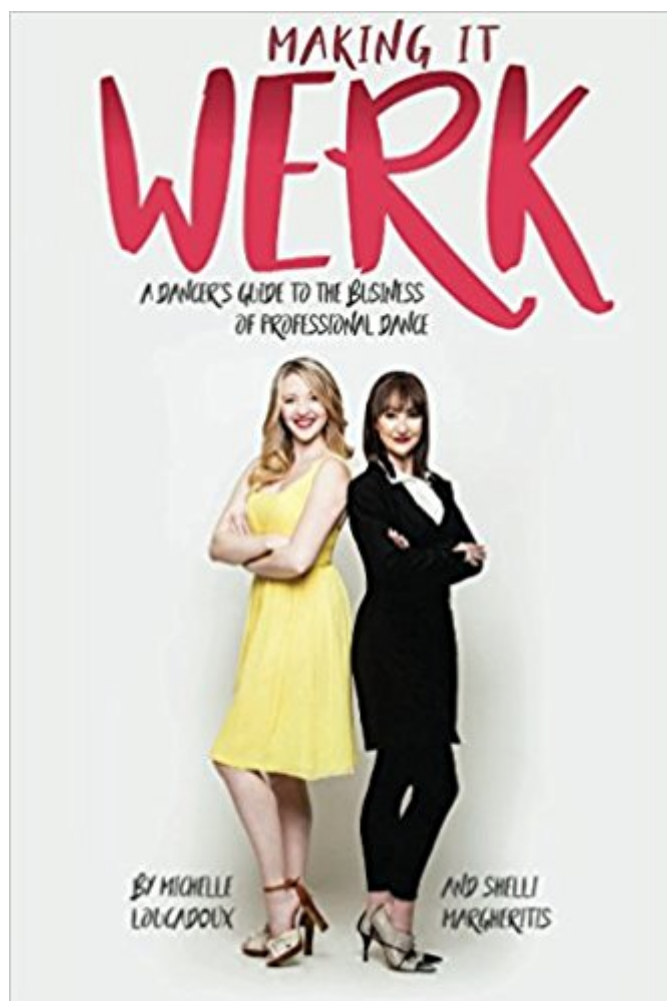


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Making It Werk: A Dancer's Guide To The Business Of Professional Dance



Synopsis

In this start-to-finish guide to the business side of dance, professional dancer Michelle Loucadoux and world-renowned dance agent Shelli Margheritis offer invaluable tips and tricks of the trade from both sides of the audition table. From starting a career in dance through transitioning out of the business, this book discusses the details of training, finding representation, working on set, dance unions, networking, auditioning, branding, and creating a sustainable career as a professional dancer. This is an absolute must read for current or aspiring dance professionals working in any facet of the dance industry.

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Customer Reviews

Michelle Loucadoux has been a professional dancer and educator for over twenty years. Her experience spans from dancing with the Richmond Ballet and New Jersey Ballet to originating the Broadway casts of Mary Poppins and The Little Mermaid to dancing alongside well-known music artists on the large and small screen. Michelle has traveled the globe performing as well as training the next generation of performing artists. She is currently the program director of the commercial dance and contemporary musical theatre + film departments at Relativity School in Los Angeles. With an extensive background spanning over 35 years as a professional dancer, author of Making the Move and Brain Snacks, keynote speaker and business entrepreneur, Shelli Margheritis brings a vast range of experience as an agent representing dancers, choreographers and educators for over ten years. As the first agent in history to develop a teaching division within a talent agency, she is the Director of Education and Choreography Agent at McDonald Selznick Associates (MSA)

agency that represents world-renowned talent for feature film, television, music videos, tours, Broadway shows, corporate events, Las Vegas spectacles, commercials, as well as national and international dance education conventions. Shelli co-wrote the Commercial Dance BFA curriculum and is an active member of the advisory board for Relativity School. She is a proud member of the Television Academy and advocate within the dance industry.

Finally!!!! So many questions I had regarding representation, equity cards and branding have been answered! This book is a quick and easy read that gives a lot of valuable and insightful information about getting into the dance world, what to do in the midst of your career and how to transition out of it. Having the perspectives from both a professional dancer/singer/actress as well as an agent was extremely helpful and has opened my eyes to what's to come as I get ready to take on the dance industry.

Show business is a noun with an adjective. While "show" garners the bulk of attention, it's the "business" that matters. Loucadoux, a veteran of both Broadway and ballet, unpacks what it takes to succeed over and over for veterans and newbies alike. This is the type of book you'll revisit more than once.

This book is such a thorough look at the dance industry. While it focuses on dance, I think a lot of what is said can be used in quite a few parts of the entertainment industry. This book will probably save me countless hours of figuring it out on my own. These two have already been there done that, so why wouldn't I use their knowledge for a few shortcuts. I look forward to using this as a bible of sorts to figure out how to further my career. I'm glad this book exists. Good stuff.

Loved this book! It provides a modern, unique perspective on the realities professional dancers face. And it's pretty funny too. Highly recommend for up-and-coming dancers, parents of dancers, and dance veterans alike!

Amazing & fun resource for dance professionals or anyone wanting to know more about the in's and out's of the industry. Packed with anecdotes, insight, hot tips, and vital information to dance your way to the top. Enjoy!

Thank God for some real info. This book is practical and fun and gives actual doable steps to take.

Plus it's laugh out loud funny.

This is one of the most informative and intriguing books I have read in a long time. Kudos to Michelle and Shelli for producing this much needed guide!!

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