

# It's Time to take your **CROWN** **BACK**

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**By Alan Shires**

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**D**id you know that Corona means crown? Well such an awful situation does not deserve such a royal title. Now more than ever it is your time to invest into yourself and take that title of royalty back because you deserve the best.

At the beginning of 2020 I am certain that no-one anticipated how the first half of the year would play out. Everything was so regular; it was just business as usual. All of a sudden the industry is thrown into a sense of unknown and insecurity.

So many questions got asked without an answer offered. Do we save money or do we invest it into ourselves? Do I get a home studio or do I make do with a blanket over my head? Do I take this as time off or do I battle for work? It was scary to say the least.

## **So, what can be done about it?**

Like hundreds of other VO's I had made plans to go to VO Atlanta in March. My flights, hotels, and X-Sessions were all booked. The morning my flight was supposed to leave Heathrow, I remember saying to myself enough is enough and I decided that it was **time to fight back** the best way that I could. With close to £2,000 stuck with flight companies and event organisers, the default response would be worry, panic and feeling sorry for myself. However, using that energy, what I did was focus that feeling back into my business in a very different way.

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I tweaked up and tidied my home studio so I was ready to go. I began searching online far and wide offering my support to different production companies. I revisited every single contact in my address book letting them know that my studio is ready to support them if they need me. Then finally I decided to reach out to an agent. This particular agent was someone I had little contact with prior but was super keen to work with. Their website resonated with me on a personality level and their contacts resonated with me on a skill-set level. I had sent an email and a couple of follow-ups prior but was no closer to organising that coffee chat. Being an agent is a phenomenal task, having to deal with the client and trying to meet their needs is no easy feat. An agent needs to know exactly what their performers are capable of to best meet the needs of the client. If an agent has hundreds of performers on their books, knowing all of their strengths is tricky to say the least. Typically, it is a role that requires more than the 24-hours allotted in any given day.

**Life is about what we can give someone, not about what we can get.**

a hard time and I just wanted to say thank you. Four days later the agent invited me to join their books, this was an outcome I had given up on but of course I gracefully accepted.



Having supported an appearance agency myself for two years it is needless to say that I have the deepest respect for what an agent does. Sadly, this did not help me with signing with an agent though. So, what did I do? I decided I wanted to say thank you.

This particular agent had inspired me and I wanted to thank them for doing that and taking the time to reply to me. I sent some chocolates in the post with a puzzle and a wax sealed letter. Sure, I made it known that I was still available to work together, but my approach was so different. I just wanted to bring a smile to a face during

Let me leave you with this... what can you do to make someone's life that little bit better?

Life is about what we can give someone, not about what we can get.

**What can you do today to stand out from the crowd and to give back to the world?**



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