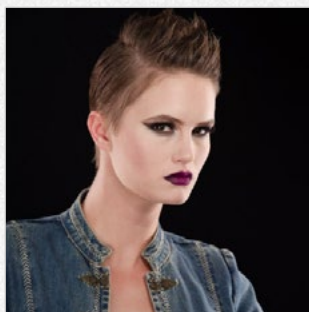
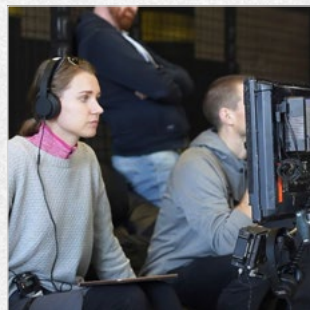




**THE
CRAFT CERTIFICATION
PROGRAM**



Ready To
Break Into
The Film
Industry?



Looking for *How* to Create The Life of Your Dreams in the Film Industry?

FRIENDS IN FILM'S CRAFT CERTIFICATION
PROGRAM IS THE ANSWER.



JANET URBAN

Founder of FRIENDS IN FILM

BECOME A CINEMATOGRAPHER, DIRECTOR, ACTOR, PRODUCER WHO LIVES A LIFE THEY LOVE.

Traveling the world with a film crew? Being seen on screens across the world?
Creating stories that impact the world?

Join the Craft Certification Program and join other the Graduates who are winning
at Cannes as DPs, nominated for Academy awards as production designers,
nominated for Emmy awards as Executive Producers, and even getting lead roles
written for them on big feature films and more.

I guide you to getting solidly in the door on film sets, getting paid on film sets
consistently, and into a paid craft like acting, cinematography, producing, and
directing. You are building your career in a connection-based business with me
helping you the entire way.

You have no time to waste. You could be working in your craft with lovely people
and traveling around the world today.

Use the Craft Certification Program to create the life of your dreams fast. No more
feeling lost. And start making the impact you were born to make.

Let's go!

A handwritten signature in black ink, appearing to read 'Janet'.

WELCOME TO THE CRAFT CERTIFICATION PROGRAM

A woman wearing a grey beanie and a grey sweatshirt is operating a professional camera mounted on a rig. She is looking through the viewfinder. The background is a blurred outdoor setting.

What Is Friends In Film's Craft Certification?

IMAGE CREDIT: ANGYEGOOD.COM

The only program in the world that results in you getting PAID work in a craft on professional film sets:

It's better than film school and is a fraction of the price.

Craft Certification shows you exactly how to get paid jobs on film sets, step by step. You learn on real film sets while you get paid \$200-650 per day.

Film school may bring in a guest speaker to speak to the class for an hour.

In Craft Certification, you learn directly from world-class directors and DPs for 12 hours a day on film sets. You can observe them working, ask questions when it's appropriate, and form professional relationships.

These relationships lead to referrals to agents, to referring you to lower-budget jobs in your craft, and life-long mentor-type relationships that accelerate your growth and give you credibility.

You are building your career in a connection-based business in the most intelligent way for a long-lasting career!

The Craft Certification Program founder and your teacher, Janet Urban, will be with you the entire time, from helping you get started to getting connected into a craft. It's her mission to help capable, motivated filmmakers and actors transition into film for a living.

Your dream happens in the real world, getting paid real money, on real film sets with Craft Certification.

How Do You *Pass* The Craft Certification Program?

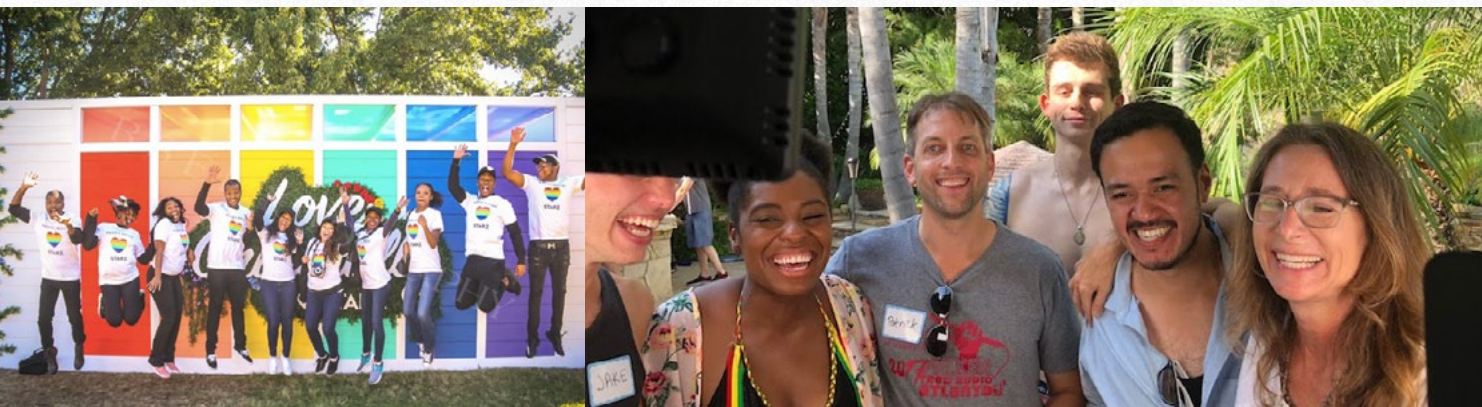
To pass Craft Certification,
you must have✱:



- Been on 20 shoots.
- Passed the Craft Certification test to show you have an in-depth knowledge of set etiquette, terms, techniques, and processes.
- Gotten PAID doing a craft on a professional film set.

* **Remember**, You can come in with no experience, no connections... and you leave as a working professional who has a career working on film sets.

The Training: Phase 1



FIF **MONTH 1**
NO FILM EXPERIENCE?
NO PROBLEM:

- Similar-To-Set Jobs:
- Brand Ambassador Work
- Background Work for Actors
- Professional Positioning to get seasoned professionals seeing you as a peer, not as someone from outside the business
- Cross-pollination: All of your experiences are helping you get even more experiences for what you want to do.
- Finish with an excellent Brand Ambassador and Production Assistant Resume

FIF **MONTH 2**
HOW TO RESEARCH EVERYONE
IN THE FILM BUSINESS:

- The famous Magic List: How to research and find the invisible film industry happening around you.
- Art of Networking—using Film Festival Strategy and Events to get connected
- Connecting Conversations On Set (During Break)
- Art of Follow-up—What to say in emails, DMs, in text messages that show you “get it”. (This is how people trust you.)

FIF **MONTH 3**
HOW TO GET 20 SHOOTS TO LAY
THE PERFECT FOUNDATION

- The Famous 20 Shoots System: Your first 20 shoots... how to find your first shoots and get on them as an actor or filmmaker.
- Want-To-Work Email: This email will keep getting you hired.
- After 10 Shoots Checklist: so you are doing specific tasks you can put on your Actor's resume.
- After 10 Shoots Checklist for Actors: so you are doing specific tasks you can put on your Actors resume.



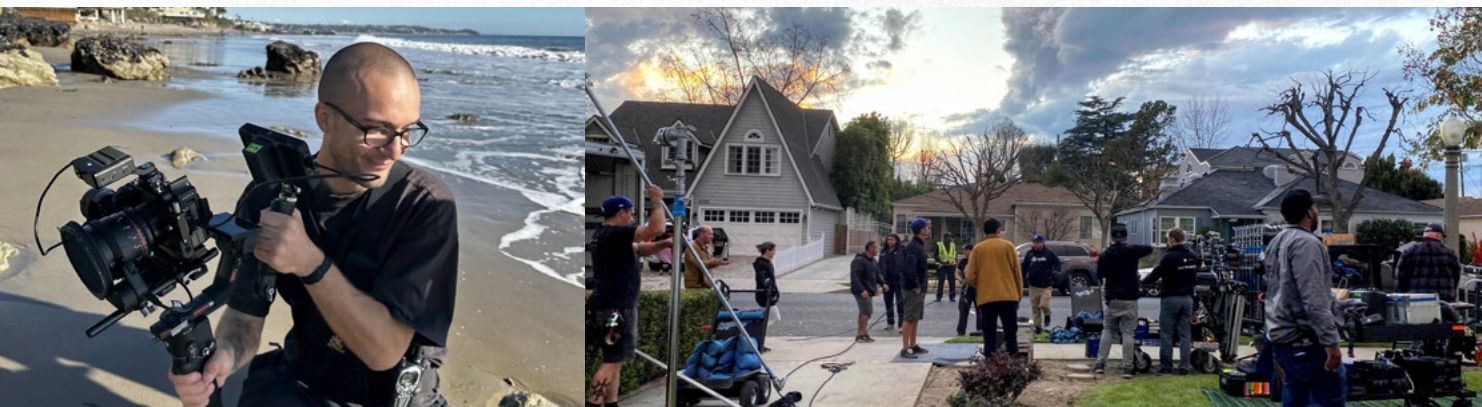
FIF **MONTH 3**
SUPPLEMENT FOR ACTORS 1



- Typecasting and personal branding: how to typecast yourself
- Headshot Training for Actors
- Task list for before you move to LA
- Do's and Don'ts on set for Actors
- How to Get Acting/Stunt gigs
- Breaking down the Casting and Auditioning Process
- Self-taping and eye-line training.

The Training:

Phase 2



MONTH 4

BUILDING YOUR BASE OF CONNECTIONS

- Getting Paid PA Jobs to build a solid foundation for the next 30 years of your career.
- Build a **Get On Shoots Magic List** to keep building your base.
- **Surfing for Postings** to infiltrate the business.
- The **Superstar Backpack & Belt-pack**: Everything to have with you so you're ultra-prepared and super helpful to all departments. This is one way that people know you're good.
- Technical Training on Walkies, Conducting Prop and Equipment Rentals, Wrapping Cables, etc.

MONTH 5

HOW TO DO IT ALL AND KEEP MONEY FLOWING IN... NINJA WAY

- **Reaching Out Like a Rockstar Method**: Get a steady flow of shoots to learn on.
- Advanced **Want-to-Work Email** for after you've gained some experience.
- How to keep money coming in.
- How to juggle all the work.
- How to turn down work you don't want to do while keeping your network happy.

MONTH 6

DOING THE JOB ON PROFESSIONAL SETS

- Emailing and Calling people on Your Magic List
- How to Negotiate Your Day Rate
- How to Prepare for Travel Jobs
- Camera Rental and Insurance
- Getting ready to go into the Craft you want to do.



MONTH 7

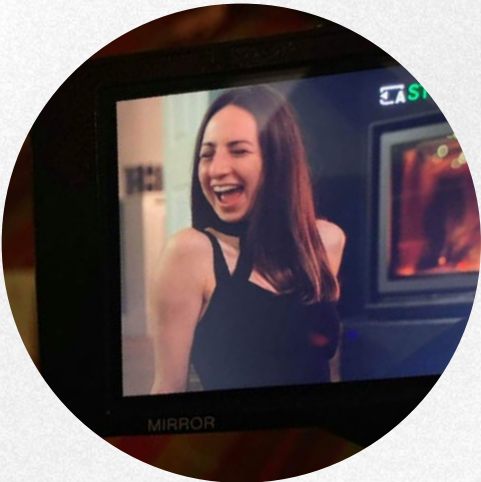
BUILDING UP THOSE CREDITS FOR YOUR BODY OF WORK

- **Popping into Production Method**
- Getting onto Union shoots
- Secrets & Tips to a Stress-Free Time on Union Sets
- Using both non-union and union shoots to expand your base
- Using the **Boomerang Method** to avoid getting stuck in what you don't want to do (even when you're high-level).

MONTH 7

SUPPLEMENT FOR ACTORS 2

- Standing out in the casting room.
- How to become SAG-eligible
- Monologue and Auditioning Training for both Actors & Writers
- How to access grief as an actor
- Producing Voice-over samples



The Training: Phase 3



FIF MONTH 8

IT'S TIME TO MOVE INTO A CRAFT!

- How to **Vector** into Your Craft
- **Walk On Set Method**
- Camera Training for DPs
- Art Director Training
- Production Designer Training

FIF MONTH 9

RELENTLESSLY CREATING A BODY OF WORK IN YOUR CRAFT

- **Professional Projects Strategy**: How to work on other professional's projects and build your own credits.
- Being Obsessed with Your Craft

FIF MONTH 10

BECOMING KNOWN AS THE BEST AS YOUR BRAND

- **Surfing for Postings Method**
- Advanced **Peer to Peer Relationships Strategy**
- **Career Trajectory Training**: Building your brand through a team you create.



CRAFT CERTIFICATION GRADUATE CASSIE

Your Career Map & Milestones Overview:

1

GETTING IN THE DOOR

- 1st **Similar To Set** job
- 5 tasks for your resume
- 1st shoot
- 20 shoots under your belt
- Made \$5K



CRAFT CERTIFICATION
GRADUATE LAUREN

2

GETTING CONSISTENT WORK EVERY WEEK ON SET

- 1st Assistant job at Netflix (Union sets)
- On set every week, consistently
- Have 100+ professional connections on Union sets



CRAFT CERTIFICATION
GRADUATE SEAN

3

GETTING INTO A CRAFT

- Boomerang Method: Doing crafts on non-union sets
- Professional Projects: Doing your craft on projects like Sundance
- Getting hired for crafts at \$650/12 hrs.
- 1st on location shoot doing a craft.
- Joined Union for a craft.



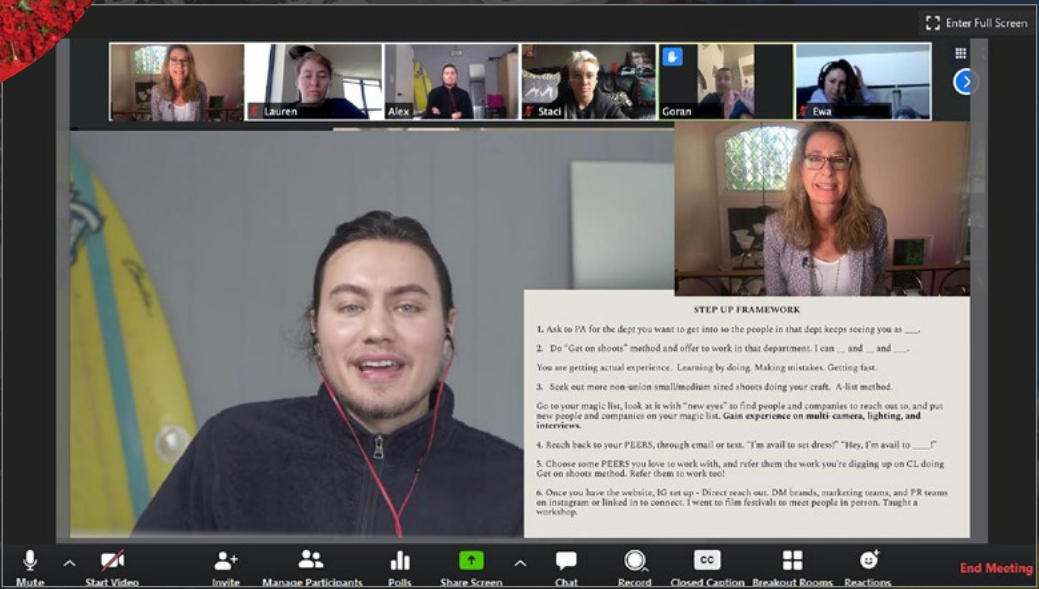
CRAFT CERTIFICATION
GRADUATE ALEX



CRAFT CERTIFICATION
GRADUATE MELISSA



LA Labor Union Rates for Select Top Jobs		
Director	\$10,000+ / day	Art Dept. \$650+ / 12
Producer	\$1,100+ / day	Sound Mixer \$1,200+ / 12
Actor	\$650-\$1,000+ / 12	1st AD \$1,100+ / 12
DP	\$1,300+ / 12	2nd AD \$800+ / 12
1st AC	\$750+ / 12	Script Supv. \$750 / 12
2nd AC	\$650+ / 12	Hair \$650+ / 12
Editor	\$700+ / 12	Make-up \$700+ / 12
Prod. Supr.	\$700+ / 12	Wardrobe \$650-1,000+ / 12
Prod. Coord.	\$700+ / 12	Writer \$700+ / 12
		Visual FX \$700 / 12
		Special FX \$1,100 / 12
		Music Design \$650 / 12
		Voice-Over Per gig
		Stunts \$650-\$1,000 / 12
		Art Director \$1,100+ / 12
		Medic \$650 / 12
		Lighting \$700 / 12
		Grip Dept. \$700 / 12



You are Reinventing Your Life with Craft Certification.

The first thing you'll do is set an impossible goal for your film career. An impossible goal is a dream that is so big, so audacious, it seems impossible.

Because it's so big, it pulls you into being a new person in order to create it.

This is a dream like starring in a Netflix film. Or writing an award-winning screenplay. Or even winning an Oscar.

The impossible dream focuses your brain on what thinking is necessary to create this huge and amazing goal. Calling it "impossible" clears away the resistance that immediately comes up. You might say, "Yes, I know it's impossible... and I'm doing it anyway." And you simply go on creating it.

That's why we do coaching calls where you can get coached on any problem that may be blocking you. You can get coached on self-doubt, rejection, social anxiety, any topic you desire. Bring any problem to the session and get free of what's been stopping you for years.

You'll be amazed at how much insight this coaching can reveal to you. Watching others get coached is an incredible way to learn about yourself too. When you watch someone else get coached, your brain is relaxed and more able to apply the coaching to yourself. Magic!

The Self-Coaching Model is Transformational

Study yourself using the **Self-Coaching Model**. You will reinvent your thinking.

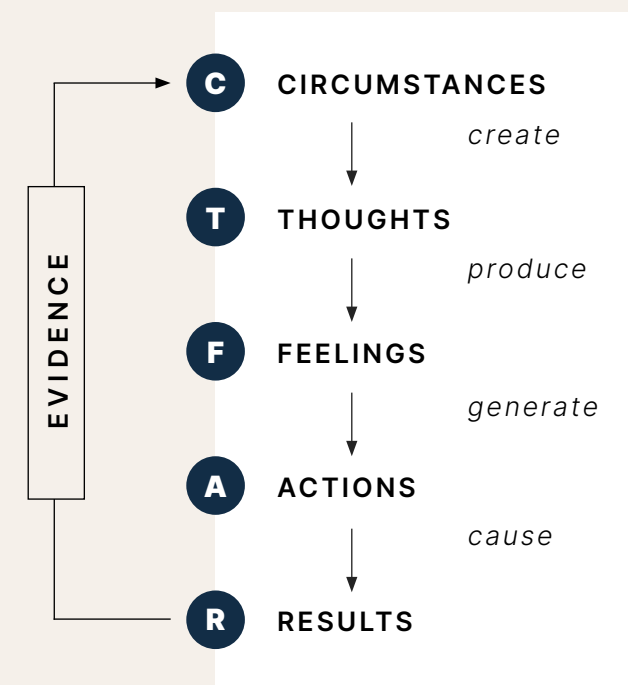
The Model breaks down into five categories: there are circumstances. Our thoughts about the circumstances produce a feeling. Our feelings drive our actions. Our actions cause our results. The results are always proof of the thought.

If we want new results, we must produce new thoughts. You can make the impossible possible with this model.

The Self-Coaching Model is the secret sauce to changing everything.

Discover The Model

The **Self-Coaching Model** is a framework we use to go fast towards our dreams. The Model breaks down into five categories. There are circumstances. Our thoughts about the circumstances produce a feeling. Feeling drive action or no action. Our actions cause our results. The results are always proof of the thought. With the model, you can make the impossible possible:



The Model is the secret sauce that can help you create long-lasting change in your life...

AND MAKE THE IMPOSSIBLE POSSIBLE.

It's Easy to Get Started.

WE GIVE YOU:

- 1 Dive into the Training and get your impossible dream created—start earning with **Similar-to-Set jobs**, a clip a month for your reel, Actors Access, IMDb, and your website.
- 2 Immediately learn how to use the Self-Coaching Model to blast forward with nothing holding you back.
- 3 Schedule in your Group Coaching with Janet.



Decide to go *all-in* and watch
your entire life change.

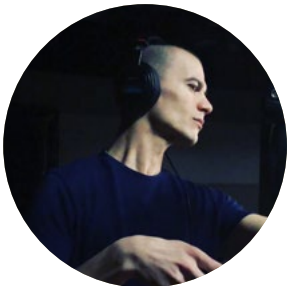
IT'S THE BEST GIFT YOU CAN GIVE YOURSELF.



JOIN US

AND START THE LIFE OF YOUR DREAMS.

See you inside.



I wasn't even sure if I could get on a volunteer job when I started the program, but Janet gave me the strength and guidance I needed for every job opportunity I got.

Fast-forward two years and I just won the best short film award at Cannes for a film I was the DP on. I'm also in the fashion world now, and have done camera work for Kenneth Cole and Freda.

— GORAN | FILMMAKER, WINNER AT THE CANNES FESTIVAL