



# The IMDb Magic List

Find Your  
Professional Peers  
And Get Started  
On Your Dream





# MEET *JANET* *URBAN*

Janet teaches actors and filmmakers how to build **fulfilling and profitable careers** by helping them break into the industry, create the **relationships** that will allow them to **master their craft on film sets**, and challenge themselves to do **amazing work** that has **meaning** to both themselves and the world.

**IF YOU ARE READY TO SCHEDULE  
A JUMPSTART CALL, CLICK HERE.**

# If you want to find your people in the film industry in the next 72 hours...



Pay close attention to this PDF, and all the information in it.

I will be walking you through a method that you likely never heard before. However, when mastered, it could be one of the most powerful strategies that you use in your career.

It's important to note that this method will take some time to work its magic in your career, but it illuminates the possibilities of the career you can have.



You will use the **IMDb Magic List Method** for your entire career—adding all the professionals you meet on film sets, professionals you hear about whom you want to meet, other directors, writers, actors, and future mentors.

Make sure you don't rush through the first step—identifying the TV shows and feature films most inspiring to you. You are literally looking at what kind of life you want, and finding the people who are already doing this work. These are the people you'll be working with over the next 30 years.



One of the traps that people get into is taking whatever work comes in.

That's how they end up 10 years down the road working as a videographer shooting events, when the goal always was to be directing feature films.

Actors can fall into the same kind of trap when they don't stay true to their acting dream and take whatever opportunities come in. 10 years down the road they are presenting at the local news station. But the goal was always acting in feature films and TV.

Stay steady towards your dream! Think about "WHAT YOU WANT" for your life.

Your dream is not a fantasy in your mind, but it is a career that you are actively creating. And with the right focus, and meeting the right people, you can quickly have the life that you envision.

*Jack*





# Here are 4 things you may be experiencing right now:

1

You're working on passion projects and putting your best work out into the world. But you never get anybody asking "Are you available for a shoot next week?"

2

When you reach out, you're trying to convince people. You're coming across as desperate or too aggressive. You don't know what to say, what they are looking for, or how to confidently connect with professionals. If you're not hearing back, you could be getting blacklisted.



3

You look for postings but find very few that are a fit for you. You wonder, "how do people get hired then if the jobs are not posted?"

Professional jobs are not posted. The film industry runs on relationships and referrals. Everyone has either worked with each other previously or were referred by someone. It's completely connections-based, and that's why most people cannot get in.

This is about creating a career in a connection-based business, which has most people, even most professionals, wanting more people calling them for work, but not knowing how to make that happen.

4

You need more professional experience in order to get hired. You need to learn your sh\*t so you don't mess up a \$100,000 per day shoot!

How do you get the experience when you can't get the jobs? And how can you get the jobs without the experience? You are in a Catch-22 along with everyone else who wants to work in this business but can't get started.

The only way out of the Catch-22 is through learning this connection-based way to build your career. There is no program in the world that teaches how to build your career through connections. But we do, [CLICK HERE](#) to join Craft Certification and start your career in the film industry.





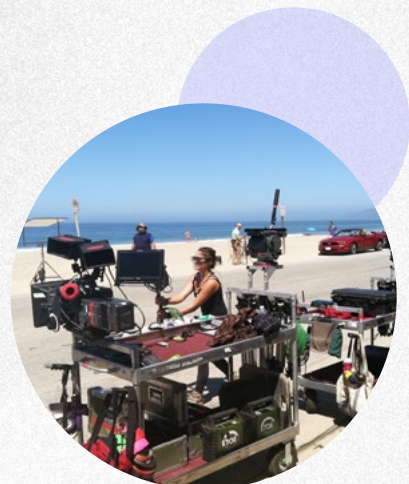
# You've been stuck because you've been doing one of the following things:

1

You are focusing on trying to build up your talent, working on your screenplay, shooting your short, so that the professional industry somehow notices you and invites you in. The key word is "somehow".

Is "somehow" the way to build your career?

Getting connected into film sets is how you will build up your talent. Getting connected into film sets will be how you'll get acting roles, get directing, writing, and camera opportunities. All answers are found on set. And in order to get on set, you must learn the ART of building your career entirely through connections.







2

You are reaching out to people COLD. “Cold” means when they don’t know you. You may be unknowingly getting yourself blacklisted.

Film professionals don’t reach out cold. They build their relationships through working together on film sets. When you reach out to people cold, they know that you are not a professional. They make a mental note not to hire you in the future because you’re asking for jobs that you are not qualified for and you obviously don’t understand how it works.

3

You think you’re hired from your resume. Professionals don’t send their resume around. Again, you are not acting like a professional so you may be getting yourself mentally blacklisted.

Next thing, your resume. It isn’t done right. It most likely lists all your past jobs, all your skills, and is a compilation of everything that you have done. It is trying too hard. Your resume is most likely turning off people because it does not have Get-it Factor.

Your resume is a marketing document that should be tailored to the job you want to get hired for; it succinctly shows only the experience the person reading it would care about—the names of production companies and people they would know—for the purpose of them feeling comfortable hiring you. When you learn how to build your career through connections, you’ll have a resume that’s tailored to professional’s needs, and that’s when you’ll start getting hired consistently.



4

You go to film festivals and meet-ups. You ask people if they can point you towards any jobs or opportunities. And they never do.



“

It's time to stop taking stabs in the dark  
with your career. It's time to stop  
showing up like an amateur.  
It's time to start operating in the film industry  
like a professional does. When you do, you will  
have people reaching out to you  
checking your availability for film shoots.

”





# What's Happening Right Now?

There is an over-saturation of film school grads, MFAs, screenwriters, and aspiring actors who want to work in film. Every day universities add more film programs, broadcasting degrees, digital filmmaking degrees, and screenwriting programs.

Since Covid, the landscape has exploded with people wanting to work in film and hoping that it's a possibility for them. No one wants to work at a bank or at the hospital anymore. Everyone wants to live the dream.

*THE POINT?* There are many more people pursuing this dream than jobs. So you have to be even more "spot on" in your approach. The reason why the

majority of actors and filmmakers never get their career started is because they cannot figure out the ART of building their career in a connection-based business.

But that's exactly what **Craft Certification** teaches you to do over 10 months, with Janet helping you. The industry runs entirely on connections. If you want to work in the film industry you must learn how to build a career all through creating consistent connections.

[CLICK HERE](#) to join Craft Certification and start your career right now in the film industry.





There are 4 steps  
to finding your  
people and start  
doing the work  
you love...



*What the mind can  
conceive, it can achieve.*

—Napoleon Hill



# 1

The video that goes with these steps is [HERE](#):



## WRITE OUT THE ANSWERS TO THESE QUESTIONS:

- What kind of **WORK** do you want to make your career in? What TV shows, what feature films do you want to work on?
- What major movies or TV shows are your **INSPIRATIONS**? These shows can point you towards the kind of shows that you'd like to work on in the future.
- What kind of **LIFE** would you like to have from the film industry?
- Where would you like to **TRAVEL** being a part of a film crew?
- Would you like to work on blockbuster movies? Would you like to **CREATE** concepts for documentaries and bring important topics to the forefront for people? Or would you like to create your own series of shows? Would you like to **OWN** your own production company?

Write out as much as you can to describe what you want for your career in the film industry.



## 2

**GOOGLE** “TV shows and feature films shot in [major city] 2021”, then **SEARCH AGAIN** for 2022 and 2023. A major city can be London, NYC, or Atlanta.

If you are in a small town, take a three or four hour radius around you, and do a search for the cities that fall within that radius. These cities are your market.

If you live in a big city, you are already in a major market, and you can focus on TV shows and features that were shot in your market.

The reason why we look at past shows—is they show you the film industry around you. The people who worked on those shows are now working on the next show. You are literally finding the entire industry around you!

**IMPORTANT:** None of these shows were posted on Staff Me Up or Facebook Groups. You are seeing the hidden film industry that is shooting all around you.

When you look at all the people who worked on those films, you may notice they worked together previously on other shoots.

You don’t get onto these professional shows from job postings. It’s a “trust” business. However, you can learn how to get on big shoots like this in the future from the methods in the **Craft Certification Program**.



# 3

Choose **5 TV SHOWS OR FEATURE FILMS** that are the kinds of work you want to do in the future. Put these shows on your **IMDb Magic List** spreadsheet. Then, add the names of the people who are future contacts for what you want to do:

- If you want to be a **DIRECTOR**: it would be production companies, and producers and also current directors and writers.
- If you want to be a **PRODUCER**, it would be production companies, and also producers and writers.
- If you want to be a **CINEMATOGRAPHER**, you would put directors and writers, production, companies, and cinematographers.
- If you want to be a **WRITER**, you would put down other writers and their agents, the production companies, and directors.
- If you want to be a **COSTUME DESIGNER**, you would put down other costume designers, as well as the production companies, and the producers.
- If you want to be an **ACTOR**, look at the actors who did the smaller roles on the show that are at your experience level, and notice their agents and manager. Also check out their IMDb page yourself to see how they write their profile and how they market themselves on IMDb.

**NOTE:** You are not emailing or reaching out to these people cold right now.

*Continued...*



# 3

## *Continued*

You'll use your **Magic List** in the same way that I did, to show you the companies and people you want to work with. For example, I put the production companies that made films for National Geographic on my Magic List. I also put down companies who did documentaries for Discovery channel and the BBC natural history unit.

I researched all the people and all the positions that contributed to making those films. So when I got on film sets, I'd ask others if they had worked with these companies, and if they knew any of the people I had on my Magic List. I used the people I worked with as referrals to the people I wanted to meet on my Magic List.

Soon, I got referred to producers who did work for National geographic and soon I was traveling the world working for Nat Geo.

### **YOU CAN DO THIS TOO.**

If you want to work for Netflix, you need to go onto Netflix sets as soon as possible to make those relationships. It may seem difficult at first, but that's only because you didn't understand how to build your career through connections. Building your career through connections is the only way you're going to have a career anyway.



# 4

## **IT'S TIME TO GET IN THE DOOR.**

The film industry operates very much peer-to-peer. That means that people feel comfortable referring you when you're already working on shoots like MTV, Netflix. When you are already in and working, it makes it very easy for them to think of opportunities or people that you should meet.

You literally need to give people what they need in order to feel comfortable and helping you. You need to spur their mind and plant seeds.

The time to reach out to people is not right now, but when you are already working on film sets.

## **IT'S ALWAYS "FILM SETS FIRST!"**

Become a competent film professional that people love to hire and refer and you'll have a career beyond your wildest dreams!



# What To Do **NEXT?**

To learn this process of building your career through connections, sign up for our next **Mastermind Workshop**—where you can speak with Janet and learn these systems.

Or you can schedule a **Jumpstart Call**, and have a Friends In Film strategist walk you through the possibilities for yourself in the film industry.

You can do both of these and get going right away. To sign up for our next Mastermind with Janet, [CLICK HERE](#). To sign up for a Jumpstart Call, [CLICK HERE](#).

If you plan on doing the **Craft Certification Program**, you can email your **IMDb Magic List** to Janet directly at [janet@friendsinfilm.com](mailto:janet@friendsinfilm.com). She will review it and get back to you.

If you are just plain ready to start your career, and ready to do Certification, join us [HERE](#).



1

Complete your **IMDb Magic List**. Email your list to Janet directly, and she will review it and get back to you.

2

Book a **Jumpstart Call** with our Friends In Film Strategist and walk through all of your possibilities.

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Sign up for our **Mastermind Workshop**, where you can speak with Janet and learn our systems directly.