

THE PERFORMER

BY JANICE HOFFMANN

When opportunity doesn't knock ... try the other door. That's what these critically -
acclaimed artists and makers did to achieve their goals.

Take a page from their playbook, below...

1. The McConaissance

Actor Matthew McConaughey ditched the big budget rom-coms and took two years off from the acting world. People thought he was crazy. But he did it.

And instead of bringing home multi-million dollar paychecks he sunk his teeth into juicy roles in Dallas Buyers Club and Wolf of Wall Street. He also returned to television to star in True Detective.

Doing the McConaissance is a way of gaining personal experience – zeroing in on one thing - learning it, working it, and doing it better than anyone else - and coming back with a few signature moves.

2. The Fallon

We're taught to "network" and "schmooze" with the end goal of "what can you do, for me?"

Jimmy Fallon swaps the "me, my selfie, and I" attitude for a quality of listening that genuinely reaches a wide range of influencers - making him a true connector.

Doing the Fallon is about developing real friendships with people who, in the end, want to help you advance your career.

3. The Elizabeth Marvel

Stage actress Elizabeth Marvel prepares for a role by reading the script from start to finish. She then spends a full day in rehearsal. Afterwards, as all actors do, she sits for the director's note. And, unlike most actors, (and this is where things get really interesting) Marvel goes home and re-reads the play from start to finish.

Doing the Marvel is about going past the middle and moving beyond the place where one usually gives up.

4. The Bennett/Gaga

This unlikely duo found a super joyous common ground as they sing through 11 standards, absolutely straight up. Just two accomplished vocalists having fun. I guess you might call it a primary study in contrasts. Doing The Bennett/Gaga is about taking something old and making it new again.

5. The Frances McDormand

"She's not pretty enough, she's not tall enough, she's not thin enough, and she's not fat enough."

McDormand never fit the standards of Hollywood. And she knew it. Yet she still managed to create an award-winning career.

Doing the McDormand is about specializing in the idiosyncratic and making a career out of supporting characters, but acting like the powerful leading lady/man that you are.

6. The Mindy Kaling

Mindy dreamt of being an actress. But she knew it would be near impossible to reach that dream through the "front door."

So she stayed away from partying, boys & other distractions and poured her entire being into a WOW project. Her formula?

1. Spend hours watching comedy
2. Spend hours reenacting your favorite comedy bits
3. Talk about comedy with friends all the time
4. Write comedy with a friend
5. Perform wherever you can
6. Take those 'bits' and turn them into a play

Doing the Mindy Kaling is about unwavering focus. Giving up trivial distractions and putting all of your gusto into something you truly desire.

7. The Lena Dunham

Precocious Dunham began making short films and a web-series of her family and friends in her early 20s. Her WOW project was a small film called Tiny Furniture that swept several independent film awards and caught the attention of Judd Apatow, who brought her show Girls to HBO.

Doing the Dunham is all about the DIY plan- and making lots of small cool projects and actively putting them out in the world.

8. The Team Downey

She graduated summa cum laude from USC. He was a high school dropout. She never smoked and he was a walking pharmacy.

Team Downey has a no-week rule. They never spend time apart. They have a family life together, and now they're mixing it up with a team of writers, producers, researchers, designers and engineers to create the future of entertainment - to the tune of 75 million in net worth.

Doing the Team Downey is about figuring out how to make sleeping with one's business partner romantic and productive. And in doing so representing the other side of each other's coin.

Janice Hoffmann

Hello, I'm certified! In Positive Psychology and as a Master Life Coach. I help artists, actors, makers and builders start + finish ah-mazing projects + world premiere them face to face www.successissweetest.com | C: 917.208.0779