

D.O.N.N.A G.R.O.S.S.M.A.N C.A.S.T.I.N.G



WEIGHT LOSS CASTING: HCP SELF AUDITION DIRECTIONS

STOP: DO NOT AUDITION if:

- You have current work in *Weight loss, Diabetes or Cardiac* medications, treatments, devices, or services.
- You are *not* available on December 8, 10, 11, 12 & 13 to work in New York City.







CAMPAIGN TONE: This is a positive and hopeful campaign. Nice warm smiles, confidence and pride are needed.

AUDITION WARDROBE: **Doctor:** White Lab coat **Nurse:** Scrubs **Pharmacist:** White Lab coat.

CAMERA FRAMING: Shoot photos with your phone/camera at **eye level to avoid distortion.** (**LOWER** your camera for head-to-toe shots)– tripod recommended.

LIGHTING: Make sure your light is adequate and there are **no light sources** behind you.

1. **PHOTOS:** Shoot ALL **SEVEN NEW** photos as SHOWN BELOW. All should show a sense of PRIDE, COMPASSION/CARING, KNOWLEDGE, AND CONFIDENCE.

PHOTO 1	PHOTO 2	PHOTO 3	PHOTO 4	PHOTO 5	PHOTO 6 & 7
					
CHEST UP NEUTRAL BUT PLEASANT CARING EXPRESSION	WAIST UP PROUD SMILE SHOW TEETH!	¾ PROFILE RIGHT TALKING TO YOUR PATIENT ABOUT PHARMA INJECTION	¾ PROFILE LEFT SMILE LOOKING AT YOUR PATIENT	FULL BODY SMILE HOLDING A TABLET EYES TO CAMERA	HANDS FRONT AND BACK

2. **VIDEO:** TRIPOD RECOMMENDED!

1. FRAME: WAIST UP TO TOP OF HEAD
SLATE: • Your name, • where you live, • your height and weight.
2. ACTION, WALK AWAY FROM CAMERA TO FULL BODY SHOT, PAUSE SO WE SEE YOUR BACK.
3. TURN TO THE FRONT AND WALK BACK TO THE CAMERA: WAIST UP FRAME.
4. Show your profiles and your hands.
5. ACTION: Tell us about something you are proud of and how it empowered you to take action & make a change. We want to see your feelings of pride and empowerment.

3. **SUBMIT YOUR AUDITION**

- SEVEN (7) photos and 1 video.
- Web link to your reel, portfolio, or website (if you have one).
- Social media handles (if you have)
- SUBMIT TO OUR CASTING PORTAL: <https://form.jotform.com/233144034806146>

If you have any issues, please email us at weightloss@donnagrossmancasting.com

We are always here to help!