

FERROCITY

Rising Professional Edition

INSIDER GUIDE

BREAKING
INTO THE
BIZ

BEHIND
THE
SCENES

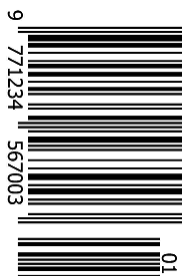
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2020 SURVEY

See how your interests
may have changed

BUILD UP YOUR
INDUSTRY
STRENGTH

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INTRODUCTION

WELCOME...

This being our first of many Ferro Insider Guides, we will share with you the TRUE basics of what you need to get started and how to navigate your career's forward progress. What are the basics of what you need to know and what is a waste of your time. How to cross-train your skills and talents with purpose. With these insights, you can begin your journey and never look back. Although we actually hope you do look back because we'll be there with even more valuable and exciting information to advance your career and ensure you keep pace with the ever-changing landscape that is the "front lines of production".

STEP ONE

Passion / interest

As we all have learned, watching TV, films, or listening to music isn't enough to get you ahead in TV production, directing films, or recording music. You need to be in it to win it and you definitely will need to be more valuable to THEM than they are to you. Sorry, but that's the TRUTH. Oh, and did I mention you need to accept the fact that most of THEM won't or can't say out loud how much they need you? But honestly, it doesn't matter because talent and skills will always outlast bluster and swagger. The stupid tag line, "It's not what you know, it's who you know" is just that, STUPID.



FIRST

Question. Which part of the entertainment production world are you most passionate about? Don't worry about which one you think you know most about or which one you might know somebody who knows somebody who knows somebody in the biz. This question is about passion. Which one excites you the most? Oh... and by the way, this decision doesn't mean you're stuck there for the rest of your life.

If you haven't already checked out the link that came in the Insider Guide email, then I strongly suggest you do so now...my start and career have been all over the place. Every time I learned or saw something that excited me, I chased it until I could be included. Feel **FREE** to check out the animated video shorts that go a little deeper into my journey. If I do say so myself, they are well worth the few minutes to play down >>> [ABOUT JOE VID](#)

Acquiring a wide range of talents, experiences and expertise, while expanding your network, are the cornerstones upon which to build a career that fits you, rather than you being force fit to it.



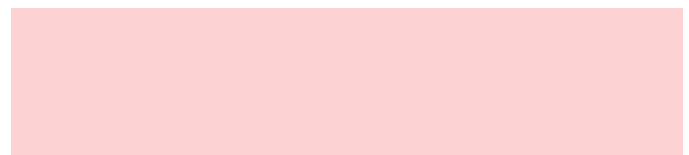
SECOND

To start helping you set up a career direction, you need a basic, big picture understanding of how the production process works and where you want to plug in.

I always found it useful make a list of how your experiences match your interest / passion. At the end of this Insider's Guide, we've provided you with a sample list of general areas of production.

Use this to identify which ones you've worked in and which ones you might be interested in knowing more about. Fill in each category with a 5 for most INTERESTED and 1 for least interested.

Print, write in 1 to 5 and Save a copy of this list and we will be referring to it on and off as you experience more of what FerroCity has to offer.





(CONTINUED)

If this list didn't mention the exact area you were thinking about, NO WORRIES. The FerroCity community will definitely include a way into that area. This was just a list of the most general and most employable areas. Remember, we are a global community comprised of the biggest, baddest, and most successful people who all want to see you get your shot and succeed.

STEP TWO

Behind the Scenes / Practical Understanding

Suppose you went to school for Culinary Arts or you spent a few years as a short order cook, you shouldn't expect to be able to walk up to a production company manager and say "hey I wanna join your crew!" "No, I have idea at what job, because I have no idea what you actually do!" "I just like watching TV, listening to music, reading books and going to plays."

Believe me that's not as crazy as you think. I'm not joking I've had MANY similar conversations over the years. YIKES !

First and foremost. You need to get an understanding of how the process works and what everyone's role is in the process.

Here's 2 ideas on how to gather that info;

IDEA #1

Go to school for **media production**. Not just Communications! Communications as a major has become way too broad-stroked and usually lacks focus on hands-on production. Do your homework and ask questions about their practical programs. It's all about finding the right school. The production industry is a community that is hard to get into and even harder to stay in if you're trying to fake what you know or worse, think you know more than you do.

So, your basic foundation of information has to be valid for the real world and practical to build upon.



IDEA #2

If school's not for you (as it wasn't for many highly successful people in the biz), then try the practical hands-on approach. Today's everyday consumer tech is more sophisticated and cheaper than most pro gear was 10 – 15 years ago. So, get your hands on it, start poking around. Try writing dozens of short scripts. Have some of your extroverted friends act them out. Shoot it with your phone and edit it on iMovie.

If music is your thing, use a small Mackie mixer (used, hundred bucks or less), GarageBand, and record your friend's band. Then experiment with some effects, editing, and mixing. Don't have any friends? Grab tracks from recorded music and build some DJ mixes or loops.

The point here is get some practical experience. At some point, you're going to need to put your hands on equipment. So while you're trying to meet people in the biz, you should be working out on your own. Never be embarrassed to tell a seasoned professional what you've been up to.

Hustle and passion are the two intangibles we, as professionals, all look for in a Rising Professional. We don't expect you to know everything or even anything. We can teach you that. What we can't teach is desire and passion. Those you have to bring to the table.



FERROCITY

SUMMARY

Oh, and don't worry if some of them blow you off. This business changes direction so fast that in a few years there is a good chance those people will be working for you! Passion, determination, hustle, and **PATIENCE** win every time.

Your new friends at FerroCity have all been exactly where you are right now. We all took various paths to find our way to the top. There were many who gave up and went to work in a traditional 9 to 5, and there is nothing wrong with that, either. BUT if your passion and drive are such that you want to give it a real shot, then we recommend joining our community, sharing your ideas, vision and goals, and letting us achieve those goals together.

KEY TAKEAWAYS:

- **Knowledge and Skill WITHOUT COMMUNITY, won't get you ahead**
- **You are not alone in your career journey**
- **Passions change and so can you. You're never "stuck" doing anything**

INSIDER GUIDE

READER SURVEY



**PRINT AND COMPLETE
ON THE NEXT PAGE**

Use this survey to identify which areas you've worked in and/or those you may be interested in knowing more about. Rank each category box with a 5 for MOST interested and 1 for LEAST.



MUSIC PRODUCTION

Involved Interested

Tracking

Mixing

Equipment

Involved Interested

Live set up

Live mixing



DJ

Involved Interested

Sampling

Mixing

Capture equipment

Involved Interested

--	--

Performance



VIDEO / TV PRODUCTION

Involved Interested

Directing

Camera

Lighting

Involved Interested

Audio

Editing

Control room positions



GRAPHIC DESIGN

Involved Interested

Animation

Motion graphics

TV

Print, then write in 1 to 5 and save a copy. Refer to the list in the future, as your experiences, learning's and career lead you to more and greater opportunities across all of what FerroCity has to offer.



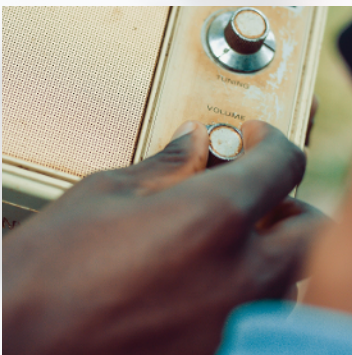
FEATURE & SHORT FILM

Involved	Interested		Involved	Interested	
		Directing			Audio
		Camera			Editing
		Lighting			



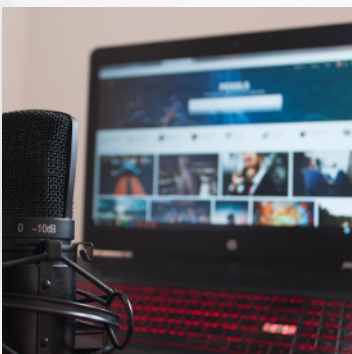
LIVE STAGE PRODUCTION

Involved	Interested		Involved	Interested	
		Set design			Lighting director
		Lighting rigs			Stage manager
		Sound system			Technical director
		Audio engineer			Equipment



RADIO

Involved	Interested		Involved	Interested	
		Engineer			Equipment
		Producer			
		Technical			



GAMING

Involved	Interested		Involved	Interested	
		Scripting			Story boarding
		Coding			Animation
		Scene design			



Check Out Our
Founding Membership

If you're serious about joining a select group of professionals taking your career to the next level, be sure to get on the WAITLIST to be notified the exact moment we open registration. There are a limited number of "*Founding*" memberships available who's benefits the world will never see again. GET IN ON IT or forever loose out.

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