actr.one

GRASSROOTS CAMPAIGN KIT · BETA · SEPTEMBER 2026

The work travels through rooms.

Not ads. Not ambassadors. A scene partner, a class close, a teacher who already trusts you. Call Sheet is free — say that first.

01 · POSITIONING

One desk. Not another feed.

actr.one is the career command center for actors — auditions, self-tapes, script notes, training, and a coach that has read the board. The line is:

Run the work. Book the room.

We are

A working desk. Sides, tapes, callbacks, and training used to live in five places. This is one board — useful on a first self-tape and still useful when the week is three holds deep.

We are not

A submission site. A social feed. A casting directory. A hustle course. Do not pitch it as any of those. The product dies the moment it sounds like an app launch.

02 · WHO WE TALK TO

Rooms we already work in.

Scene partners

Highest conversion in this industry. One DM. People you actually read with.

The class

Scene study, on-camera, Meisner, dialect. Sixty seconds at the end. Then sit down.

Teachers / coaches

A note, not a pitch deck. Offer a close they can use. Do not ask them to sell it.

Callboards and chats

Green rooms, student films, community theatre, class WhatsApp. Useful first. Link second.

Do not talk to: casting directors, agents, managers, cold Facebook groups, or anyone you would not text about sides. This is not for them.

03 · THE PLAY

Four weeks. Then the sides do it.

Count conversations, not clicks. If a week needs a dashboard, the week has already failed.

WEEK 01

The room you already have

Text three scene partners. One class close if you have a class. That's the whole week.

WEEK 02

The teacher

One email to a coach or scene teacher who already trusts you. Offer the close. Do not follow up twice.

WEEK 03

One public post

A single useful post in a place you already speak. If it feels like spam, it is. Delete it.

ONGOING

The morning of

When someone is drowning in a tape week, send the short DM. Help first. Link second.

04 · RULES OF THE ROOM

If it feels like spam, it is.

1. Tell people you actually work with. Scene partners first, groups last.
2. Call Sheet is free — say that before anything else. A paid pitch dies in this industry.
3. Don't cold-DM casting directors, agents, or managers.
4. Don't dump a link in a Facebook group, Discord, or subreddit without answering a real question.
5. Don't invent testimonials or "the industry is talking." The desk has to earn the room.
6. Don't ask anyone to be an ambassador. A teacher gets a 60-second close, not a funnel.
7. If they don't need it this week, leave it. The next sides will do the selling.

Scene partner

Send to one person you actually work with. Not a blast. Link: https://actr.one/register?from=scene

Text or DM

I put the week on one desk — sides, tapes, notes, training.

actr.one, Call Sheet is free. No card.
https://actr.one/register?from=scene

Short / WhatsApp

One desk for the week: https://actr.one/register?from=scene — free, no card.

The class

Say it. Sit down. Do not demo for ten minutes. Link: https://actr.one/register?from=class

Class close · 60 seconds

Before we go — one tool, not a pitch.

If your sides, tapes, and notes live in four places, put them on one desk this week. actr.one. Call Sheet is free. Open it before the next sides land.
https://actr.one/register?from=class

Studio / green room note

Tape it. Don't stack it on top of union notices.

THE DESK
Sides · tapes · notes · training. One board.
actr.one — Call Sheet is free.
https://actr.one/register?from=class

Teacher / coach

Offer a close they can use. Don’t ask them to sell it. Page: https://actr.one/spread

Email

Subject: A desk for the class — not another app pitch

Hi —

I’m using actr.one: one board for auditions, self-tapes, notes, and training. Call Sheet is free. Nothing to install beyond the browser.

If it’s useful for the room, here’s a 60-second close and a page they can open on their phone: https://actr.one/spread

No cards. No “ambassador” ask. Just the desk.

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Short note

Using actr.one for the board — free Call Sheet. Page for the class if you want it: https://actr.one/spread

Actor groups, forums, X, Instagram

Answer the week. Then the link. Never a cold drop.

Actor group · useful first

If your self-tape week is a Notes app, a Drive folder, and a calendar alert you ignore:

Put the live roles on one board. Tick the tape steps. Log the session. That's the whole product.

Call Sheet is free on actr.one — so the morning of is one card, not a thread.
https://actr.one/register?from=room

Forum / Discord

I got tired of prep living in five places. Built (and use) a single desk for the pipeline: auditions, self-tapes, script notes, training, a small coach.

Call Sheet is free: https://actr.one/register?from=room

Not a submission site. Not a social feed. The work, on one board.

X / Threads

Sides, tapes, and training were five apps.

actr.one is one desk. Call Sheet is free.

Run the work. Book the room.
https://actr.one/register?from=x

Instagram caption

Pair with a screenshot of an empty or live board. No stock headshots.

The morning of should be one card.

actr.one — actor OS. Call Sheet is free.
https://actr.one/register?from=x

Run the work. Book the room.

06 · TEACHER ONE-PAGER

Hand this to the class. Or screenshot it.

ACTOR OPERATING SYSTEM

actr.one

One desk for the week.

- Auditions in one pipeline — not a notes thread.
- Self-tape checklists that survive the morning of.
- Script notes next to the role they belong to.
- Training logged so the instrument stays on the board.
- A small coach that only speaks to what you logged.

Call Sheet is free. No card. Open it on your phone before the next sides land.

`actr.one/register?from=teacher`

07 · MEASURE

What “working” looks like.

Conversations

DMs sent. Class closes delivered. Teacher notes. Not impressions.

Desks opened

Call Sheet created. Empty board is correct. First audition logged within 7 days.

The morning of

Someone used a tape checklist the day of a deadline. That’s the product working.

Invite links are tagged by room (`?from=scene | class | teacher | room | x`) so we know which room actually moved. Nothing else is tracked on their phone beyond the page they open.

08 · LINKS

The word (full kit in the product) · https://actr.one/spread

Call Sheet · https://actr.one/register

Plans · https://actr.one/pricing

Studio · The word · signed-in share desk

Send one note. Then get back to the work. The campaign is the desk. If they need it, they’ll open it tonight.