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FOR IMMEDIATE RELEASE

ATTN: ARTS EDITORS

**NEW BOOK REVEALS HOW TO BE A BETTER ACTOR INSTANTLY
WITHOUT KILLING YOURSELF WITH “THE METHOD”**

Veritas Arts is proud to announce the official launch of Daniel Jordano's new book, THE BEST BOOK ON ACTING, where he unveils his new LIFE ACTING SYSTEM. The book will be available for free download on Amazon on December 3rd.

New York, NY, October 31st, 2014 – New and veteran actors will be able to download a free copy of Daniel Jordano's best selling E-book, THE BEST BOOK ON ACTING, December 3rd – 5th.

Many consider “Method Acting” to be the pinnacle of acting training for those in the performing arts. Constantin Stanislavsky, Marlon Brando, Al Pacino, Lee Strasberg, and the Actors Studio all have been associated with the “Method”, but actor and author, Daniel Jordano, contends that these great actors weren't “made” by the Method, but were great in spite of The Method's techniques being mostly unnecessary.

“I have nothing but respect for the actors who came through what became known as “Method Acting” says Jordano, yet he holds that psychological research of the past 50 years applied to the theatrical arts, actually makes the acting process easier and more powerful, when properly understood. “Method Acting is associated with Stanislavsky who was a true pioneer in theater.” says Jordano. “yet Stanislavsky and later Strasberg, were also influenced by the psychological theories of Freud. Freud developed psychoanalysis, which proposes that a person's deep seated experiences at a young age lead to unresolved problems in the present.



This emphasis on past experiences was co-opted by Stanislavsky in what he called “Affective Memory”--- essentially the remembrance of past events in order to experience certain emotions that would work for the character.” In contrast, Jordano calls his approach, “The Life Acting System”, and it is based more on the observable behavior of human beings and their future orientation, and not on past emotion. “It’s a very simple, behavior-based approach that can be as effective with a toddler as it can be with a veteran wanting to go as deep as possible. It essentially sees man as an aspirational creature with LIFE as his consuming goal ”, says Jordano.

Jordano wants to get his book into many new actor's hands, and claims his system will help them since they “wont be scraping their psyche with an internal focus to present something that actually may have nothing to do with the material.” The deadline for the free downloads is December 5th.

Story Prep Information

Daniel Jordano, 917-495-8009, a veteran actor, is probably best known for his role in Harvey Weinstein's “Playing For Keeps”. He offers concise, energetic answers to questions about his book and his acting system. You can find more at www.danieljordano.com/life-acting

Photo opportunities:

Daniel Jordano will be dressed as Martin Luther and will be ceremoniously hammering his “thesis” to the “wall” across the street from The Actors Studio, 432 W 44th. St., NYC, on Tuesday November 18th, and he will be giving away 20 signed copies to to Actors who produce their pictures and resume. from 10-11am. Camera Crews are also invited to LIFE ACTING WORKSHOPS.