

**FOR IMMEDIATE RELEASE:**

**'Holdon Log Inspires Performers With Free, On-Demand Webinars'**

**Los Angeles, CA June 14, 2010** - Holdon Log ~ "The Standard in Performer Organizational Tools" ([www.HoldonLog.com](http://www.HoldonLog.com)) which is the parent company of the #1 Business Tool for performers, PerformerTrack Online ([www.PerformerTrack.com](http://www.PerformerTrack.com)), announces the first of their On-Demand Webinars at [www.PerformerWebinars.com](http://www.PerformerWebinars.com), entitled "Talent On Target: Hitting Your Career Bulls-Eye!".



"With over 5 thousand prior attendees, 'Talent On Target' has helped performers avoid career overwhelm and expense overload. We are proud to begin this archive of valuable and needed information for the performer and are enthusiastic to offer it free-of-charge", notes Trish Powell, Director of Operations for Holdon Log. "Additionally our production team has made every effort to educate and inspire the performer through bold content that is engaging and visibly appealing for the performer."

Brian Vermeire, co-host and Entertainment Industry Expert explains, "During this popular Webinar global performers learn to maximize their performing business, and their lives, by leveraging their unique career details. They see what they can do to operate at a high-level of productivity to gain traction as more than just a performer, but as a performing business!"

Kristina Hughes, co-host and Entertainment Industry Expert adds, "Because of the numerous requests from global performers and the massive success of our tool, PerformerTrack Online, these PerformerWebinars are rolled-out intermittently and they are, on-demand, 24/7, 100% Streaming, 100% free, require no call-in number and are naturally fantastic for the performer on-the-go."

The agenda for "Talent On Target", includes: 4 Performer Misconceptions, Audition Tips, Callback Strategies, and suggestions on getting the attention of Agents & Managers.

PerformerWebinar attendee, Lara Perkins from Australia, comments:

"Just want to say that I thoroughly enjoyed the Webinar. Both the invaluable tips and the PerformerTrack product. I instantly knew it was what I needed now - before spending a cent on anything else! The fact that it's web accessible is perfect for a traveling Aussie like me. Thank you for creating this. I will tell my friends."



-more-

U.S. Performer, Lynn McCune, shares:

"This was a very comprehensive presentation! It not only showed us how to use PerformerTrack, but also how PerformerTrack's many components fit together to streamline everything from marketing, to audition prep, to tax records. This product removes every obstacle that actors encounter in our business!"

Sign up here for access:

<http://www.performertrack.com/webinars-home-pw-tot-od.html>

### **About Holdon Log, The Standard In Performer Organizational Tools:**

Holdon Log, LLC ([www.HoldonLog.com](http://www.HoldonLog.com)), the parent company of PerformerTrack, was founded in 2001 by performers who realized the need for organizational tools specifically designed for entertainers. The company launched with a single, paper-based audition organizer entitled, "Actors' Holdon Log". They have since expanded their paper-based product line to include Young Actors, Background Artists, Models, Live Performers and Pageant Contestants, along with Submission Tracker, Events & Training and Booked Projects logbooks.

In 2003, the company revolutionized the Performing Industry by releasing the one-of-a-kind software, ActorTrack ~ "The Standard In Career Management Software For Actors". ActorTrack was the #1 selling performer-related software program for over 5 years, having assisted thousands of entertainers daily with being better organized!

Now, with PerformerTrack (their web-based business tool for entertainers) Holdon Log has proven their dedication to provide the creative community with bold and innovative solutions that assists performers with not only being organized but in discovering ways to leverage their unique career details; running their careers 'like a business'. Now performers of all types (actors, models, comedians, voice over artists, musicians, singers, dancers, motion/performance capture artists, etc.) can better maximize their potential in "the business of show".

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### **CONTACT:**

Maggie Peterson  
Holdon Log, LLC  
P.O. Box 36862  
Los Angeles, CA 90036

E-Mail:  
MP@HoldonLog.com

Web sites:  
[www.HoldonLog.com](http://www.HoldonLog.com)  
[www.PerformerTrack.com](http://www.PerformerTrack.com)  
[www.PerformerWebinars.com](http://www.PerformerWebinars.com)

Phone:  
323.316.8064