FOR IMMEDIATE RELEASE

Cape Town Talent Agent Ian Hadfield's Becoming an Actor – A Fable Is Now Available on Amazon

The book lands alongside Anthem Creative Agency's platform for actors: representation, training and AI-powered strategy from an agency that does not just represent talent, but forges it.

CAPE TOWN, South Africa — October 2026 — Ian Hadfield, founder of Anthem Creative Agency and a talent agent and acting coach with four decades in the entertainment industry, has published his debut book, *Becoming an Actor*, a coming-of-age fable about craft, patience, and the long, unglamorous work of becoming an actor. It is now available in Kindle ebook and paperback editions on Amazon.

Danny is twenty-two, unremarkable at his day job, and secretly certain he was born to be an actor — he just hasn't proven it yet. Then he finds a teacher: an old man running a freezing warehouse studio above a printing company, who drinks bad tea, keeps a cat that watches everything, and answers almost every question with another question. Over eighteen months, Danny learns the difference between performing and being — technique no drama school teaches, the kind that only comes from someone willing to watch you fail in a small room until you stop needing to look good. The fable does not promise that talent gets rewarded, or that the universe notices hard work. It argues something quieter: that the work is allowed to be its own reward, and that you were enough before you ever walked through the door.

> *"I wrote this book because after forty years on both sides of the industry — as an actor, a director, and an agent — I kept meeting the same person. Someone certain they were born for this, with absolutely no idea how to become it. Danny isn't me, but every scene in that studio came from something I lived, coached, or watched happen to someone I represented. Drama schools teach you to perform. Almost nobody teaches you to become."*
>
> — Ian Hadfield, author

Anthem Creative Agency is organized around three pillars: talent representation for actors, models, influencers, and fitness professionals across the United States and Ireland; **Anthem Academy**, its training arm, including the Becoming an Actor screen acting course; and **Anthem Systems**, an AI-driven marketing and storytelling practice serving businesses, with the strategy and the story behind the talent.

> *"This book is the front door. My hope is that anyone who reads it — actor or not — walks away believing the work is allowed to be its own reward. And for Anthem, it's the clearest statement we can make of what we actually believe about craft,*

> *before anyone ever sits in an Academy class or signs with us as a client."*
> — Ian Hadfield, founder, Anthem Creative Agency

Becoming an Actor – A Fable is available now on Amazon in Kindle ebook ($8.99) and paperback ($15.99) editions.

ABOUT THE AUTHOR

Ian Hadfield has spent forty years inside the entertainment industry — as a performer, dancer, director, acting trainer, and talent agent across film, television, and theatre. He is the founder of Anthem Creative Agency, based in Cape Town, South Africa, representing actors, models, influencers, and fitness professionals across the United States and Ireland. Becoming an Actor is his first book.

ABOUT ANTHEM CREATIVE AGENCY

Anthem Creative Agency is a Cape Town-based talent representation agency serving actors, models, influencers, and fitness professionals in the United States and Ireland. Alongside representation, Anthem operates Anthem Academy, a training programme for screen actors, and Anthem Systems, an AI-powered marketing and storytelling practice serving businesses. For more information, visit anthemcreativeagency.com.

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