

Zenna and CPA-Entrepreneur David Wolfe share financial and marketing principles tailored to creative artists in all fields. Follow Wolfe's journey from bankruptcy as a young man to financial success and Zenna's transition from a struggling Hollywood actress to prominence as a businesswoman.

**The Responsible Artist:
A Financial Guide for Conscientious Creative Souls
Who Keep the Dream Alive and Have a Great Life
Along the Way**

by Kate Zenna & David Wolfe

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THE

A Financial Guide for
Conscientious Creative Souls

RESPONSIBLE

Who Keep the Dream Alive and
Have a Great Life Along the Way

ARTIST

(or Money and Art - Isn't It
Time We All Just Got Along?)

KATE ZENNA & DAVID WOLFE

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Praise for The Responsible Artist

“I have always told my friends and family that I don’t really care about money – I just want to be an actor. Truth be told that mindset really hasn’t worked out that well for me. And to be even more truthful – I DO care about money in that I have gotten tired of not having any. And then out of the blue found my way to “The Responsible Artist” book.

From Zenna’s prologue to Wolfe’s opening paragraph about going broke as a young man I knew this was a book with HEART. I felt understood by Kate Zenna and firmly mentored by David Wolfe. I now know that (and I quote David Wolfe here), “Money does not corrupt a pure spirit and creative heart. It only corrupts if you lose your way.” I have been waiting so long for somebody to tell me that.

I fully endorse this book and recommend that anybody and everybody in the arts and entertainment business read it.”

*Tony Nappo
Actor*

“I have been in this business called acting for over three decades now. I have experienced many of the things Kate Zenna and David Wolfe discuss in their book, The Responsible Artist.

As a long-established film, television and theater actor I am happy to share my thoughts on this book and program. Through my additional work as an acting teacher, I work with newcomers to the business who are full of hopes and dreams

without any comprehension of the artistic and life challenges that lie ahead. In fact, I was Ms. Zenna's first acting teacher many years ago and it's wonderful to see how she has chosen to share her experiences with her fellow artists.

The authors have hit the nail right on the head with their viewpoints in the book. The main one being: I love being an artist – how do I stay in the creative/artistic game? It has been a long and interesting road for me and many of the things I read in the book I have experienced. But I had to navigate without guidance, mentoring, or a roadmap, which this book most certainly is. I found the two voices in the book to work – I like the point/counterpoint feeling of it. A parent/friend dynamic.

I feel this is an important book for anybody who makes their living providing creative expression to the world at large. It gives you emotional and financial tools to not make mistakes that many artists make in their professional and personal lives.”

*A.C. Peterson
Actor/Acting Coach*

“I am a young actress who only recently arrived in Hollywood from the UK. I had the good fortune of being a student with Kate Zenna in Sandy Marshall's acting class. One day I heard Kate talking about a project she was working on – The Responsible Artist. Kate told me a few things about the program but essentially, she told me I needed to read her book – particularly since I was just getting started in the business. I just now finished the book and I want to write all of this while it

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is fresh in my head. First of all – Kate, thank you for your mentorship and for having such a pure heart and understanding of artists. I trust you from the top of my head down to the bottom of toes. You are such a role model to me and have given me such good advice – both in the book and in person. Your partnership with David is so inspirational. I love that, while obviously a businessman, he too is a creative and that he ‘gets’ us. Your book has given me a lot to think about. I anxiously await the companion book so I can dig in and begin making some of the lessons habits as both of you describe. Thank you, thank you, thank you.”

*Amber Hodgkiss
Actor*

*“I just now finished reading *The Responsible Artist* and I feel compelled to write this review.*

*I was an actress for many years and now an international entrepreneur. My husband is still an actor and as I read the book I found myself nodding my head up and down. I felt each and every word that Kate Zenna wrote. Scott and I have lived this life. (And maybe in some ways we are still living this life...) Everything written is so on-point and so, so important to the people who have chosen to earn their living in *The Creative Space*. I think many of us feel like things are stacked against us at times, but what I love is that Mr. Wolfe literally offers us a prescription to not only help get us over the hump, but to make sure we don’t get in over our heads again. I love the fact (although I’m sure it wasn’t so great for him at the time) that he comes from a place of experience. He gets it!*

This is not a dry, academic book but rather a book written from two lovely souls. They've made "being responsible" compelling and enjoyable. I will end with a standing ovation. Well done you two."

*Kelsey Matheson
Entrepreneur/Coach/Speaker*

"I am glad somebody has finally written this book. The suffering and torment by so many that could have been avoided if it only had come out sooner..."

I am an actor and have had my own struggles around money. How much is enough? Am I selling out if I really 'go for it'? Will I lose myself, and my friends, if I am successful? I feel like both authors were speaking directly to me. Mr. Wolfe with his uncommon wisdom around money and time and Ms. Zenna with her beautiful, aching heart of an artist. Together they equal hope, promise, and most importantly, plans. I feel like I have some tools to work with. They have both given me a lot to think about and consider. I hope they move forward with this program and make it available to every working artist. Thank you for the gifts you have shared."

*Johann Urb
Actor*

"I will admit it. I am a shameless David Wolfe fan. I have been the lucky recipient of some of his business advice after spending a morning with him at his Los Angeles office. David has this rare combination of humor, deep business experience, and has

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*the heart of an artist. He is also a master marketer. I couldn't write fast enough while he was mentoring me. The caring, loving advice I received from him on that May morning is completely mirrored in *The Responsible Artist*. He means what he says and he says what he means. Artists – listen to him and just do what he says.*

*Kate Zenna has lived (and lives!) the life that many of us artists have chosen. She has the purest of hearts and intention. Her caring, while equal to David's, comes from another place entirely as she has walked in the shoes of her artistic soul mates. All of this comes through so clearly in *The Responsible Artist*...as does the nature of their partnership. They are a bit of an *Odd Couple*. The Texan CPA paired with the Canadian film and TV actress. Their partnership is a case, as Aristotle said, where the whole is greater than the sum of its parts.*

*I think *The Responsible Artist* book and the accompanying coaching program is groundbreaking and is an effort whose time has come. Do yourself a favor – read this book.”*

*Kathryn Winslow
Actor*

*“I read, “*The Responsible Artist*” by Kate Zenna and David Wolfe and was incredibly inspired. While I could very much relate to Ms. Zenna's sections in the book what I found more interesting, and infinitely more challenging, were Mr. Wolfe's views on money, time and selling (shudder). I must also say that after reading his sections a lot of what he talked about is still jumping around in my brain days after reading it. Can the changes I need to make be as easy as what he says? I like the*

fact that he's not lecturing the reader but advising them from his experience. His rags-to-riches story at the beginning of the book definitely pulled me in and I am excited to implement my newly-found tools.

I recommend this book for any and all artists – young and old. I think you will find the messages from both authors to be both inspirational and challenging.”

*Andrea Remanda
Singer/Songwriter*

“Acting isn't just a job, or a technique or a skillset, it's a way of life. Despite studying it formally for three years at Trinity College Dublin this idea never really hit home with me until much later. Much of the actor's life is taken up with taking care of yourself, physically and mentally in a very precarious world so that you are ready for the opportunity when the opportunity comes. There are all kinds of vague ideas that I mull over from time to time. The great thing about Kate and David's book is that they are formally proposing a thesis of how to be a responsible and flourishing artist irrespective of where you are on the ladder. That to me is what an artist is - it's holistic. You don't just get to be an artist when you're on the job, you've got to be one all the time. It's the pursuit of your art that you must draw fulfillment from just as much, if not more, as from the validation of that pursuit by others or the “industry.” That's what I take from this book on my first reading of it. I know that in the future I will take more from it, when I return for advice and counsel.

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I have great admiration for David and Kate for putting this book together and formalizing thoughts and ideas in this bold and innovative way so that actors and artists now, and in the future, can galvanize themselves for magnificent journeys on stormy seas.”

*Nick Lee
Actor*

“I have been an actor and independent film director for over 25 years. Most of those years, like so many artists, I pushed my financial matters to the back burner as I worked hard and harder on my creative ideas – always hoping my art would soon pay off and free me from my financial concerns. Many of my artist friends still live that same lifestyle, always struggling to scour up money for bills and rent payments.

The Responsible Artist book and website has great concepts and practical solutions for the artist. What I like most about The Responsible Artist book and website is that both authors have a great balance of practical financial advice. They never lose the reader. The Responsible Artist book and website also does a great job not making the reader feel embarrassed or guilty for not being on top of things financially. The Responsible Artist book and website are both encouraging, uplifting and proactive. I kept thinking to myself as I read more and more, ‘I wish I had this information 20 years ago’.”

*James Adam Tucker
Actor/Director*

*“I’ve enjoyed reading *The Responsible Artist* by Kate Zenna and David Wolfe. I was drawn in from the beginning by Mr. Wolfe’s recollection of filing for bankruptcy while a young man. I too have been around that block a few times and have almost faced what he had to face. Adversity builds character, and can be a cruel but useful teacher.*”

I’ve worked with many, many actors over the years in my role as a producer, writer and talent manager. I think there are many who would be well-served by heeding the lessons generously offered in the book. Being in this business is different than any other because of what the authors talk about from the very beginning – actors are artists and they have a creative soul. They look at their profession through a unique lens. And many times, their special view of the world puts them in financial peril. Mr. Wolfe lays down some lessons and rules for artists that are concise and, I think, eminently followable if they are willing to do the work. Ms. Zenna definitely walks the talk and offers quite a few real-life lessons of being close to financial devastation and the changes she made to self-rescue.

I applaud the authors’ efforts and highly recommend this book to anybody and everybody who makes their living as an artist. I wish this book had been available when I was beginning my career in show business.”

*Greg Strangis
Producer/Writer/Agent*

*“I directed Kate in the feature film *Jack and Jill* - her first movie role, 20 years ago for which she was astoundingly nominated for a Canadian Academy Award for Best Supporting*

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Actress. She fought hard to be great and she was. I saw the seeds then of what she has become today – a tough-minded, tender-hearted individual who brings her well-earned wisdom, humility and insatiable passion for breaking new ground and achieving excellence to both her work as an actor and her growth as an inspirational leader.

What Kate and her CPA partner, Mr. Wolfe have created with their Responsible Artist program is nothing short of miraculous. The material has guts, integrity, and is vital to EVERYBODY in today's modern entertainment and artistic landscape – regardless of stature. Their vision is a contemporary, living road map. Read their book, listen to their podcasts, and join their coaching program. Not only are you in for a treat – but it's one that may change every facet of your life.”

Johnny Kalangis

Creative Executive/Director/Filmmaker/Artist.

“While this book has great tips on time and money the one chapter that got my attention started with a quote from Frank Zappa – “Art is making something out of nothing and selling it.” With that one quote and then David Wolfe’s chapter about being in sales, most of my objections and issues with the notion of sales evaporated. But then my guard shot back up again a few sentences later when I was informed that I am not artist but rather I am “in the business of marketing my artistry”. A lot of this has been jumping around in my brain in the last week since I finished the book. Maybe I CAN be an artist AND be aggressive in marketing myself. Maybe they aren't mutually

exclusive. Kate Zenna seems to think I can do it. Thank you to the authors for ripping me out of my comfort zone.”

Fab Filippo

Actor/Writer/Director

*“I had the opportunity to read an advanced copy of *The Responsible Artist*. I was immediately drawn in after reading the Prologue. The story told by Kate Zenna mirrors every single feeling I have around being an artist – she captures the joy, the anguish, the pride, the fear, and the resolve. This was immediately followed by David Wolfe’s story of being a single parent as a young man and the personal devastation he experienced. Immediately thereafter the book gets into some practical advice on how to stay in the artistic business. The book ping-pongs back and forth between Zenna and Wolfe as they share their different viewpoints. Wolfe’s voice coming as a businessman and CPA, with Zenna’s point of view as a seasoned actress.*

Besides learning a few things, I feel buttressed in my ongoing daily decision and self-discussions to ‘earn my living’ as an actor. I am grateful to both authors. Thank you.”

Sean O’Bryan

Actor

*“I had the privilege of reading an advance copy of “*The Responsible Artist*” by Kate Zenna and David Wolfe. This is such an important book for the artistic community. It speaks to me in many ways but mostly, and this was unexpected, it*

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touched me as a parent. My 18-year-old son is an actor. There are many lessons I have been able to teach him in his life before I set him free to live the life that the authors talk about in the book. The Responsible Artist is a blessing to those creative souls like Jake who are just getting started. The financial wisdom from David and the been-there, done-that lessons from Kate are just what my son needs to know. I will make sure he buys the book and invests in whatever materials they create going forward. Thank you to you both – you have two new fans!”

*Kristina Hendrickson
Mom*

"As an actor myself, I know all too well the day-to-day struggle creatives face trying to find a balance between commerce and pursuing a career in the arts. Like the title suggests, "The Responsible Artist" explores this much-needed balance and integrates two concepts that seem at constant odds by aligning artists with their goals and the efficiency to reach them. With their practical and loving guidance, Kate and David provide a road map for artists to productively focus on matters like time management, money and self-promotion. The intent of this book is clear – to empower those who make art – and who want to make a living doing it."

*Brooke Nevin
Actor*

"Balance. It's 'the' conversation. In life, this is something I seek every day. As an artist, it is a constant negotiation between the

work and the life that supports it. Without a proper grasp of how to find this balance, neither life nor the art can flourish. What Kate and David have created with The Responsible Artist program, is a support system to find just that. Balance.”

*Jonathan Chase
Actor*

“I grew up in the acting business and have been very lucky to have made my career as an actor. That said I have worked very hard to stay the course. I am intimately aware of what it means to make your career in Hollywood. I am well-versed in the rewards but also the challenges that face artists who aim to make their living through their art.

Just knowing that there is an effort to support the well-being of artists with The Responsible Artist book is a comfort to me. I wish that Kate and David had created this sooner. I know that many of my early career colleagues would have found the gems of advice and support in this book extremely beneficial. I’m grateful to Kate Zenna her bravery to come forward, share her story and co-author such a needed offering of information.”

*Spencer Garrett
Actor*

“The Responsible Artist is an important book for anyone who intends to earn a living as an artist or entertainer. As entrepreneurs and artists themselves, Kate and David bring a real empathy to their writing but do so with practical and actionable advice. Both authors generously teach from their

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experiences and offer themselves as great allies (especially to young artists just starting out). The book provides a solid foundation of strategy, discipline, and love for the artist's journey."

*Brad Raider
Actor/Director*

"You know what? If I could have had this advice 20 years ago, it would have changed my life. Of course, it still will - it's the book I've always wished for. I'm in my forties now and would have been in a very different place by now both financially and in terms of self-respect if I had had this advice a long time ago. Now it's time for me to put it all into practice - and if you, too, are one of those lucky, unlucky few who have chosen to live the artists life, it's time for you to start taking their advice as well."

*Jonathon Roberts
Actor*

A Shameless Plug

By David Wolfe

Have you ever started reading a book that you were really looking forward to reading and, after about 20 minutes into reading it, you realized that in each and every chapter the author is pitching their wares to you? One shameless plug after another. Well I (David) have and it always pisses me off. As I read from chapter to chapter I feel like Charlie Brown. You know the comic strip gag. Lucy has a football and asks Charlie Brown if he wants to kick it. He says, “No, because you always pull it away at the last minute and I fall on my butt.” Lucy promises she won’t, and then of course she pulls the football away. THAT’S how I feel when I read those books...almost like a victim.

Kate and I have created a terrific program called The Responsible Artist. This is our one and only plug. I promise that, as you read ahead, we won’t pull the football out from under you. The Responsible Artist program is comprised of the following components:

Book. You are holding it, or a tablet-reader, in your hands right now and is the foundation of the Responsible Artist program. You can read it and be on your way to making the changes in your life you need to make. It is less about tactics and more on the philosophy of money, time, and mindset from an artist’s perspective.

Companion Book. This book follows the book you are reading right now and goes more in depth. It is in essence a workbook and a journal that pushes you to ‘go deep’ in working through

the challenges you face. We provide templates, resources, written coaching, and exercises for you to consider and complete. Read this main book first and then go through the companion book if you want more. The companion book is a deeper dive.

Templates. As you work through the Companion Book you will find instances where I refer to a specific time or money management template. In many cases these are the exact same templates I use. These templates will keep you from having to create your own. These can be downloaded from our website.

Website. Yes, we have one and the URL is www.responsibleartist.com. Here are the offerings on the site – most of which are plentiful and free:

Videos. From me or Kate...or both of us. Some of these are already filmed as of this writing and more are upcoming. She and I never know where a topic is going – we have topics but we don't operate from a script. I think you will be both educated and entertained.

Audio Files. You will find that we have many more audio files than videos. Why? Because they are easier to create and we don't have to go through the entire hair and makeup exercise. Once one of us decides that we have a topic that might be of interest to you, Kate and I book the time and create another audio file. There is a lot of good information for you in these podcasts. For many people, these audio files are a preferable option as they can listen to them as they drive or workout.

Coaching. We have different combinations of coaching at sliding scale of costs and programs. The groups break down

into video coaching and in-person coaching – each with a group coaching price or a one-on-one fee. The benefits to coaching are many. You are now part of an artistic community that has raised their hand and said I want to improve my financial station as an artist. You learn so much by listening to others – maybe even more than what you learn from Kate and me. In the coaching sessions, you also have direct contact with Kate and with me. As our artist friends progress through the classes we give them bonuses and weekly information to keep them on the ‘straight and narrow’. They are all now in the ZennaWolfe ‘world’. Kate and I love these coaching sessions. One of our big lessons is that the teacher always learns more than the student. I have learned and grown so much hearing the stories from the artistic tribe.

And with that – I take you back to our regularly scheduled broadcast.

WARNING

This book is occasionally full of strong language and ‘bad’ words. David Wolfe tells it like it is and Kate Zenna is a passionate artist, neither of whom are fans of censorship. We hope you will appreciate the passion within these pages that sometimes is accompanied by words you might be wise to keep away from your underage kids.

We apologize to our parents...

Kate Zenna Acting Credits

With over 20 major film and television credits to her name, Kate Zenna has established herself as a versatile and noteworthy actor in both the American and Canadian entertainment markets. During her coaching sessions of non-professional on-camera talent, Kate draws upon the experience she gained while shooting 40+ episodes of network television series and numerous films and TV movies. Her work opposite many world class movie and television stars has deeply influenced how she works with private clients and how she leads the ship at ZennaWolfe Media. Some of the stars she's played opposite include: Timothy Hutton, Susan Sarandon, William Hurt, Matthew Modine, Rob Lowe, Rob Morrow, Mena Suvari, Annabeth Gish, Jon Stamos, Balthazar Getty, Calista Flockhart and Garry Marshall.

Here is a partial list of Kate's acting credits:

Films and TV Movies

Sex and Lies in Sin City (Lifetime), Director Peter Medak

Ramona and Beezus (Fox 2000), Director Elizabeth Allen

Soldier's Girl (Showtime), Director Frank Pierson

Ice Bound (CBS)

Master Spy: The Robert Hanssen Story (CBS), Director Lawrence Schiller

Love is Work, Director Johnny Kalangis

Chicago (Miramax), Director Rob Marshall

Sealed with a Kiss (CBS), Director Ron Lagomarsino

Jack and Jill (Alliance Atlantis), Director Johnny Kalangis

Television

The Fosters (ABC Family)

Extant (CBS)

Port Hope (CBC)

I'm in the Band (Disney XD)

Eleventh Hour (CBS)

Brothers and Sisters (ABC)

Queer as Folk (Showtime)

Puppets Who Kill (Comedy Network)

Train 46 (Global)

Zoe Busiek: Wild Card (Lifetime)

Street Time (Showtime)

A Nero Wolfe Mystery (A&E)

Twice in a Lifetime (PAX)

Books by David Wolfe

Software and Vendors and Requirements, Oh My! – A Project Team's Guide to Evaluating Business Software

Lessons from the Technology Front Line: Out of The Trenches Advice from a real estate software mercenary to help take the fear and risk out of your migration from one major software platform to another

Marching to the Beat of a Different Drummer - Lessons Learned During a Professional Life (and discovering the business I was REALLY in along the way...)

Out Front: Business Building Strategies from Frontline Entrepreneurs (Contributor)

Books by Kate Zenna and David Wolfe

*Falling in Love... (with the camera) - Life Lessons on
Presentation Improvement from a Hollywood Actor and a CPA.*

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Prologue

In Spring of 2017 I was attending a fundraiser for a fellow student in my acting class. My coach, Sandy Marshall, occasionally holds a night of the classic Sanford Meisner Repetition Exercise when there's a reason to raise funds for a cause. All night, the audience of actors goes up and engages one-on-one with another actor in a ruthless exercise that demands the highest level of truth, honesty, insanity, bravery, and sheer dedication to the craft of acting. It is not for the faint of heart, to say it mildly.

Aside: Now, this acting class is not a typical 'class'. It's more like a gym where seasoned and supremely talented actors are invited by the brilliant Hollywood acting coach saint, Sandy Marshall, to hone their ability to be authentic in the presence of others. The stakes are high because these actors do not fuck around. If you are 'faking' it up there in the warm up repetition exercise, you will swiftly have your ass handed to you. I've actually been kicked off stage by Sandy herself, and I've seen her do the same to others. I've also seen people kicked out of class in general after having a tantrum on that stage due to not liking what the other actor said about them. If at any time during this book you feel that David is tough, please know that Sandy Marshall makes him seem like my dog Pogo (aka the friendliest and nicest being in the Universe, he's on Instagram and YouTube. Email me and I'll send you a video!) in comparison.

I offer this background because what happened to me on Sandy's stage the night of the fundraiser was nothing short of epic – as all the cool kids say these days.

Right before Sandy called me up onto the stage, I had been witnessing some raw emotion by some fellow actors, which

primed me into a quietly emotional state. I was deeply affected by the love and talent contained in that theater. All those actors, many of whom were strangers to each other, came to support another actor for whom we were raising money in order for her to receive a Green Card. Along with this support was their support for Sandy, and further above that was their dedication to the craft of acting. I recognized a large handful of these actors from over 10 years ago. They were my peers then as I first got started in Los Angeles. Here we all were, a decade older and more experienced, still vehemently engaging in the very fundamentals of our craft. It was powerful.

There I stood. Alone at the center of the stage. I stood calmly, looking out at the packed theater, so full of emotion I was going to burst. Something about my silence or maybe the look on my face made the entire audience burst into laughter. But for me, there was zero to laugh about. Sandy asked me, as she does to everyone in that position, “Kate, how do you feel.” My face scrunched up and I felt the 10-year-old within me begin to speak, my voice cracking and tears finally coming forth. “I’m so mad!” Again, a burst of laughter from the crowd. Even Sandy offered a slight chuckle as she said, “Really? You seem kinda sad to me.”

I replied strongly, “I’m angry-sad. I’m so angry! Look at all this incredible talent in this room. It makes me so mad! All these people who are so talented and who should be superstars. But this business is so...” I was in tears again. Sandy was probably chomping at the bit to get another person up there to work across from such a wild mess! She asked, “Kate, who do you want to work with?”

There was one actor who I had in mind. He terrified me because his talent was so immense, unpredictable, agile, and totally ruthless. I had been back in class for over four months and had not had an opportunity to work with him so I really

didn't 'know' him. He did not suffer fools. He did not care about offending you, hurting your feelings, or being nice just for the sake of it. He was an actor in class who made me work harder and be more ruthless in my own work just knowing he was in the audience. Of course, he had no clue that this was how I regarded him.

Through my tears, almost as a plea, I said, "Jonno. I want to work with Jonno." I was too broken in that moment to be scared. The rest of what happened is a blur. I remember that Jonno was up on stage across from me in seconds flat. He bounded up to me, grabbed my face in both his hands, and planted the most massive non-gross or creepy kiss of love on my face that you could imagine. We then embraced deeply for a long time. It was a blessed time. Complete appreciation for the other but also utter appreciation for all that we as artists endure. Throughout the exercise we seemed to bat back and forth the highest expression of appreciation for each other. I ended up falling to my knees to communicate how deeply his talent and bravery as an actor affected me. I was so profoundly grateful for all that he offered these weekly acting sessions.

We left that stage with an amount of mutual respect, trust and love that will endure the rest of both our lives. That's how profound an experience it was. But that class allows for a great number of profound connections like that, which is why it is so sacred to all of us who have known it.

This experience spoke to me on a very personal level. It clearly demonstrated how much I value the offerings, the dedication, the genius of fellow creative beings. The fact that all those actors were in that room, many in their third decade of pursuing acting, spoke to me. Definitely there were many of them you'd recognize from their film and TV careers, but most of their names you'd not know. A few of them, the younger ones, may still have the day arrive when they become a recognized

star name talent. But most of these brilliant people will endure years and years of pursuit within a thankless and very brutal industry. They'll stay in it for longer than others because these actors are, as I said when I began this chapter, SUPREMELY talented. Not 'kind of' talented. These people are the tops. Gorgeous, interesting, fucked up, compassionate, brave, and simply brilliant. It's hard not to stay in the business, because that one catapulting role IS around the corner if you stay in the ring long enough.

That's where I come in. Well, it's where The Responsible Artist comes in. I am now dedicated to offering support to those artists who are in it for the long haul, dedicated to a creative life. What a shame it would be if Jonno had given up, or if I had given up, or if Jessica Chastain or Jenna Fischer from The Office had given up. All the great creative influence the world has benefitted from would not be.

And for all of you dancers, writers, producers, illustrators, and photographers who have heaps of experience with the struggle to feel financially stable, I feel as protective of you and all the people whose lives you've positively affected. I want you to stay in the game for as long and in whatever way YOU wish to do so. I don't want you going crazy, feeling ashamed, depressed, or unaccomplished when you've lived a dedicated creative life for many years.

Let's do this. Let's get RESPONSIBLE so we can remain prolifically creative. I hope you'll join me.

Kate Zenna

The Responsible Artist



“I think an artist's responsibility is more complex than people realize.”

- Jodie Foster

“In the inner city, there's a mentality that the government owes you something.

My breakthrough came when I stopped feeling sorry for myself and took responsibility for every part of my life. No more pity parties. I've gotta love me more than anybody else loves me.”

- Mary J. Blige

“We are made wise not by the recollection of our past, but by the responsibility for our future.”

- George Bernard Shaw

Introduction

SCENE:

INT. DAVID'S HOUSE, DRIPPING SPRINGS, TEXAS – DAY

David, a struggling single father, is in the hallway of a small, one-story house. He is just outside his son's and daughter's – Bryan (four years old) and Maggie (two years old) – bedroom. His back is against the wall, and we watch as he slowly slides down the hall until his butt comes heavily to rest on the old gray carpet. He is holding an official piece of paper and as the camera begins to focus on his face he screams – silently – anguish written all over his face.

SCENE FADES

David: This 'scene' was real and it happened to me, David Wolfe. After all these years, 31 of them, I can still remember the fear of all the bills coming due with no idea how I was going to pay them. I had shooting pains in my stomach. It felt like a heart attack, but it was lower in my gut. My whole body would shake because I was in so much pain and frustration, yet I was frozen with fear...

This is my story and I am telling it to you for a reason. Long before I became a success in business, I struggled. A lot. My 20s were just hellish for me. Within the very short period of time of approximately 18 months, the mother of my children announced to me that she wanted a divorce. I soon learned that, in addition to the divorce, I would be primary custodian of our

two children. This started an avalanche of really crummy things that headed my way. I was fired from my job. I then learned that the director of a day care center that I owned was embezzling from me. My car was stolen. I got another job but was soon fired from it, too. All of this culminating with me in bankruptcy court in May 1986, where I stood in front of the court and announced myself to the world as ‘Bankrupt’. That bankruptcy document is the paper I was holding in the very, very real scene above in my house (which I soon lost to foreclosure).

I was 28 years old, responsible for two children, on the verge of being homeless, with no job, and frankly didn’t have a pot to piss in – except for the fact that I had a CPA certificate. I can still feel the humiliation of all this 31 years after the fact – particularly because I was so careful with money after receiving some good lessons from my parents while growing up in Houston. In retrospect, those 18 months were a stern and unforgiving test to see what I was made of. I came out of it mostly okay. I no longer fear going broke or a whole bunch of things that most people fear (divorce, poverty, raising children by yourself, being fired). You name it, I’ve probably had it happen to me. I’m still standing, and I have learned a heck of a lot about a heck of a lot. Many of the lessons are in the chapters of this book – hopefully to keep the same thing from happening to you, but also to instruct you on what to do if you’re in the middle of some issues at this time in your life.

This ordeal and the years since then where I have been a ‘success’, have taught me what money is really good for, and it’s not what you think. It doesn’t buy you happiness. This I know for sure. But it is good for something. I will talk about what that is in this book. I have learned that there is no pride in poverty either. You aren’t a better artist because you are living on food stamps. Money does not corrupt a pure spirit and creative heart. It only corrupts if you lose your way. I will tell

you how I lost my way post-bankruptcy by hoarding cash and slowly losing grip of what was important and what my mission in life really was. You really can have money and live a simple and giving life. There's this and there's that.

I have also learned a lot about how I choose to invest my time. I think I do it better than most people I have met, and certainly do it better than all of the artists I have met and worked with. I will describe in detail my philosophy and also the tactics I employ to reach my goals.

In 2014, I made a decision that would change my life forever. I was reading Arianna Huffington's book *Thrive: The Third Metric to Redefining Success and Create a Life of Well-Being, Wisdom, and Wonder*. She likens our drive for money and power to two legs of a three-legged stool. They may hold us up temporarily, but sooner or later we're going to topple over. We need a third leg – a third metric for defining success – to truly thrive. That third metric, she writes, includes our well-being, our ability to draw on our intuition and inner wisdom, our sense of wonder, and our capacity for compassion and giving.

It was the giving part that really got me thinking. I had achieved some success in business – had some money and power but I was failing on the giving side. I wasn't really interested in coaching Little League or serving in a food kitchen. But I did like the idea of working with people who were willing to 'raise their hand' to create their own business ventures. That was something I could have passion about. At the back of *Thrive* there was an appendix that listed out various organizations where somebody could volunteer.

The one that caught my eye was MicroMentor.

So, I went to their website and I signed up. Said I would be willing to help in accounting/finance and marketing. For the most part, I was completely underwhelmed with the

‘entrepreneurs’ that were listed on the site. I was seeing a lot of comments (and I am not making this up) like: “I don’t know what I would like to do. I need somebody to tell me...” or “This seems better than trying to get a job...”

So much for me giving back...I was completely turned off. I turned off all email notifications and went back to my old two-legged-stool life. For reasons unknown, I returned (more accurately, I was pulled back) to the MicroMentor website the last week of June 2014. With the click of a mouse, my life changed. There was a posting from a woman named Kate.

This Kate turned out to be seasoned Hollywood actress Kate Zenna. Singer-songwriter Kate Zenna. Food Lady Kate Zenna. Dog Super Lady Kate Zenna. Shortly after meeting for the first time in person, we went into business together forming ZennaWolfe Media Solutions (www.zennawolfe.com). And we were off! Very quickly I was ‘in studio’. In front of the camera. Behind the camera. Directing. Working in production. Whatever it took. Every person I was working with was an artist of some sort. Every single person. I became friends with many of them and I started hearing the same stories over and over. As I would talk to them about some strategies and tactics that are second nature to me, they would hang on my every word and tell me how amazing I was. And that I should write a book about all of this...or create videos. Or both. They talked and I listened. And then I went and talked to Kate about it. She told me that she thought this was ‘my calling’. That working with artists is what I should be doing. I knew in my heart that she was right. Kate, being subjected to all of my teachings over the past three years, came up with the title and notion of ‘The Responsible Artist’. I like it and I hope you do too. In the writing of this book, I have met with many artists getting input and hearing their stories. Some pushed back on the ‘Responsible’ part of all this. It made them uncomfortable – this

responsibility thing. That's when I knew we had the right title. I am convinced I can make you a responsible artist. I've done it with Kate. I can hardly recognize the amazing woman with whom I do my business with. When we started together, I could barely get her to sit still for a meeting, much less be on time. Now she is prepared, focused, serious, and engaged. And more creative than ever. But I'll let her tell her own story.

We artists believe that our talent is our security. And it is. But...you have to stay in the game, and sometimes that takes money in the bank. Let me say this another way: If you truly believe that your artistry is important and valuable to the world, then you have a moral obligation to try and share it in every way possible. And to do that you have to earn money.

This book is meant for you if you:

- Feel like you will lose your creativity if you become 'responsible'
- Feel that having a system and personal philosophy around time and money will jinx you
- Fear that you will not be able to support your family
- Abdicate
- Become sloppy when you are successful
- Spend money to fill some sort of hole in your life
- Struggle with your spouse's spending habits
- Never received any lessons around money while growing up
- Feel like you have no place to turn
- Think that money problems will just 'work out somehow'
- Feel like you are a money victim
- Think the ride you are currently on will never end
- Worry about having to 'get out of the game' because you cannot pay your bills with your artist income

- Allow others to steal your time
- Honestly think of your phone as a ‘tool’
- Confuse activity with achievement
- Are a slave to all of the technology that is available today
- Feel that your actions are not aligned with your personal mission
- Are drifting
- Are confused as to why you aren’t getting more done
- Are resentful about how you are at the beck and call of seemingly everybody
- Don’t know how to disconnect from technology
- Miss your alone time

So, dear friends and all you amazing creative artists who have crossed my path over the past three years. You asked for it, you got it. Here’s your book.

Enjoy.

Kate: I’ve been an actor my entire adult life. For me, part of that ‘life’ has always included a smorgasbord of side work including waitressing, bartending, personal and executive assisting, dog sitting, and house sitting. However, as I have aged, so have many of my ‘talents’ in most of these areas!

After a decade’s hiatus from waitressing (and an arduous lean spell of acting gigs), I bravely returned to this work only to discover, much to my dismay, that I was no longer a ‘viable’ server! My server agility had slowed to a crawl both mentally and physically. Not to mention that I was old enough to be a mom to most of my fellow servers. I took it as a sign that it was really time for me to get serious about finding a way to get paid for the many things I was actually still talented at doing.

In a moment, I'll share with you how I managed to find myself writing this book with the one-of-a-kind David Wolfe. But before that, here's a caveat to what I'll be including in this book:

Let's tell it like it is, shall we?

For the benefit of all of you incredible souls reading this book, I am going to be as open and as honest as I can regarding my adventure as an actor and artist. Although there will always be a part of me that is concerned about my 'image', I'm going to calm those concerns by trusting that I have a mission here – to help YOU – and that that mission is worth revealing my heart and story. I hope that by beginning a conversation about the less-talked-about aspects of being an artist it will help more of you stay in the game, maintain a happy heart and a healthy mind. I am very grateful that I find myself in exactly that position today. But there's ZERO chance I would have found my way here without the help, guidance, care, and mentorship of David Wolfe.

I am also going to be mindful about specifically identifying people or film/TV projects by name. These details are not important. What's important are the lessons I learned from the run-in with this person or that experience. I may allude to someone being an Exceptionally Influential Friend, which means just that. I'll also leave out any other relationship-esque labels to protect the confidence of that relationship. I hope you understand.

And for the record, I am grateful for all of my close personal relationships and career experiences thus far. Cumulatively

they have allowed me to be here today, typing words to YOU in 2017. The challenges they offered me were invitations to become stronger and more fiercely, Kate Zenna. I am a better actor for it all. I hope that I am a better human being for it all.

Ok. Let's do this!

Where was I? Oh, right. The dreaded restaurant-gig chapter in my life! That chapter was the beginning of a year-long end of a relationship with an Exceptionally Influential Friend (EIF). After realizing how important it was for me to distance myself from that EIF (I sound like a Scientologist!), I knew the only way I could do that was if I got myself financially stable. This EIF was in the same financial disarray as myself, but was choosing to do anything BUT attack the problem. If you're in partnership with someone who is a head-in-the-sand-type, beware. You'll go down with them if you're not ruthlessly self-caring.

At the time, I had zero cash. I had been licking my wounds for months after a pilot I starred in was not picked up and I was doing all I could to work as an actor. I had four dogs to care for, which meant that if I wanted separation from my EIF I would need to find a way to afford the rent for my house by myself. That was a steep demand. I'd never find a place to rent that would allow me to keep all four dogs, so I had to stay where I was and find a way to carry the full amount of rent solo.

I replied to more than 50 postings on Craigslist for restaurant gigs before finally getting an interview. I was hired for that job on the spot and started training and working soon after. I actually had really missed working in a restaurant for many reasons. The camaraderie was wonderful, but I also have always really enjoyed taking care of customers and the feeling

of being of value. I suspect that the exposure I had as a very young girl to my grandparents' Montreal diner, watching waitresses do their thing, made a big impact on me.

It was bittersweet when I simultaneously quit and was fired a few weeks later. I had grown past that life. It was very clear that the Universe, my brain, and my body were not in support of me in that role! I had to read the writing on the wall. It was time to get serious. This chapter of my life is significant because it's when I learned how important it is to have laser-sharp focus. I will detail more about this year of struggle and triumph later in the book. But within six months of intense focus, I booked two U.S. national commercials (after not booking a commercial for more than two years) and met the person who would be my mentor for life, David Wolfe. The commercials temporarily offered financial stability and finding my business mentor brought me hope.

The biggest lesson I learned during this life chapter was how important it is to ask for help from the right people. And I'm a firm believer that 'help' is usually NOT cash to get you out of a bind, but rather support to help you think and see things in a more effective way. Do you know the proverb 'give a person a fish and feed them for a day, teach the person how to fish and you feed them for a lifetime'? I'm living proof of that. It is a big reason why David and I have created The Responsible Artist community. Not only can you learn from David, but there is also wisdom in hearing the stories of others.

The second biggest lesson was that when help arrives in the form of wisdom and advice, FOLLOW it! I'm, at best, a terrible rule follower. But when I had come to the end of my bag of tricks, I decided it was time to follow someone else's rules. A very successful person's rules, that is!

And so, on behalf of anyone who may benefit from this book and The Responsible Artist program, I say thank you to

Kate Zenna & David Wolfe

the ridiculousness of the artist's life and the entertainment business, I say merci beaucoup to all the people and experiences I've encountered who/that have dismissed, slighted, cheated, betrayed, disrespected, denied, and used me. And thank you to David Wolfe for all that you have taught me. *I hope I have been a worthy grasshopper.*

Chapter 1 – (The New) You – A Responsible Artist

“My breakthrough came when I finally and massively took matters into my own hands and acknowledged that I had a future that deserved attention and consideration...because needing to pay a bill in a month was in my future and the stress of that future had come to encroach on my creativity and enjoyment of every moment of every day.”

- Kate Zenna

David: Imagine waking up every morning with money in the bank and all future obligations (like vacations and Christmas) either funded or in the process of being funded. You bustle with creativity. You have a wide group of friends and stay in touch with them – not all day long but during small times each day pre-decided by you. You have reclaimed your day, your time, and your life. All non-artistic endeavors have been compartmentalized into days and times when you don't feel creative. You work on your art secure in the knowledge that all areas of your life have been accounted for by day, by week, by month, and by year.

You have developed systems and a time schedule to handle financial matters. You have a plan. You have clarity around things that you *need*. You can now discern between Needs and Wants. You earn and save easily. For the first time in your life you feel disciplined. But it no longer feels like discipline because you have goals. And it is fun and challenging to try and achieve these goals. It makes every morning a joy to take on and enjoy a new day. A new day to create for others.

You no longer worry about having to leave the artistic world. Why? Because you have your goals and a plan to achieve them. Because you live simply and save 10% of your income. All of your saved money is now in a savings account that you think of as your stay-as-an-artist fund. Any anxieties you have about money are addressed in your once-per-week meeting with yourself when you do your financial planning. Once done, you forget about money and just work your plan for that week.

You are no longer irritated by, or a slave to, social media (except when used tactically to further your artistic career). For the most part, you have opted out. You may go to some of your favorite social media sites or platforms but only for 30 minutes each day at a pre-decided time. You do so on your own terms because you understand that anything beyond that is empty calories and the time does not take you more quickly to your stated goals.

You have a plan to dig out of any financial problems you have been having. Because you have a plan, you are no longer anxious about your problems. Others have been where you are right now and have come out the other side. If they did it, so can you. You have also learned not to explode your standard of living during the good times because you understand what has been giveth can be taketh. *You live for the art and understand that money's main purpose is to solve problems as they arise.* Money is your financial pad so you can be an ever more creative and Responsible Artist.

You used to abdicate on money matters – to your agent, lawyer, accountant, manager, or spouse. Now you are the quarterback of your financial life. You now manage these people and not the other way around like you did for years. You now talk to your children about money and you teach them the lessons you have learned so they grow up to be Responsible

Citizens of the Planet. You no longer fear taxes and do an exceptional job of setting aside a predetermined percentage of your gross receipts each time you get paid. You are no longer tempted to ‘use’ that money because you know it is not yours. To use the money that should be earmarked for taxes would make you an Irresponsible Artist and you are not having any part of that.

You no longer have a problem with ‘being in Sales’ because you are selling You. You understand that you have a moral obligation to put your art out on the market and the only way for that to happen is for somebody to purchase what you have created. People need what you create and so you easily talk about your art and help your potential customers by solving problems they may have by hiring your special, unique, and beautiful personality. You now understand that selling is all about helping people and you never force yourself or your art on to others. Because you understand this – the money just flows in and at times the flow is more than you could have ever imagined.

You are no longer a slave to your phone. You know how to use the Do Not Disturb function on your phone so you can respond to emergencies. All other calls now go to voicemail – particularly when you are in creative mode. You have a designated time during the day when you return phone calls. You have learned that nobody is upset because you are not available to them 24/7. You now feel like your day is yours and is not controlled by others. Your work day is semi-regulated. You allocate time to work your art when you know you are at your most creative. You allocate time to meditate, to handle administrative matters and chores, and for friends. You now work to the clock and do not let one activity bleed into another. You now have time to do all of the things you want to do with the gift that has been given to you. That gift being the gift of

Life. You know you have much to give and much to receive because you have chosen a responsible life. You are a Responsible Artist.

My new artist friends: This is how I live my life. All of it is real. I live as a Responsible Artist. How else could I have written this for YOU? It can be your life too. *Won't you join me?*

Kate: What I encounter a lot when I bring up anything financially related during a conversation with an artist colleague – especially about the notion of saving 10% of every bit of income – is, “I wish I could do that! But I have so many bills and rent is so expensive that there’s just no way I could do that.” Within a few minutes I can discern if that person is even open to the idea, the ever-so-slight possibility, that there may be a way to cure this horrible state of affairs. It’s about 30% yes and 70% no. Most people haven’t gone down far enough to ask for help. There are countless systems around interventions and group support to help people addicted to suffering by way of alcohol, drugs and other non-beneficial behaviors – but where is the support group for poverty addicts?! How fun would it be if we had support for creative people who simply refuse to believe they can get their shit together?

I was one of these people. For a long, long time. I understand how life can begin to feel after years of auditions, low-paying gigs, scripts in development hell, another ultra-low budget movie role...A decade can so easily pass you by before you decide to give some age-old techniques a try. Habits like setting goals and making well-thought-out plans to achieve those goals have been employed for generations because they work.

What I found was that not a single person in my artist network had any ideas around how to better manage the

business and organization side of being an artist. In the acting world, the quiet and unanimously accepted mentality is ‘you’ll be ok once you get a starring role on a multi-year series’. And by ‘ok’, it means you’ll have enough money to maybe buy a house, a car and not sweat buckets every time the first of the month rolls around. Once you’ve been in the business for 10 years, you realize that even this is not enough to keep you from rolling back to your familiar stomping ground of ‘poverty-stricken actor’ unless you make some effective mental shifts. The fact is that all things end at some point – especially in Hollywood.

I’m sure I’m not the only person who can’t understand how all those sports players, rock stars, and movie stars like Nicolas Cage could ever run OUT of money! It’s not rocket science to figure out that it’s their mental and emotional relationship with money and themselves that dictates all of that. Are you a person who has a perspective that is worth the time and consideration of others? Is *your* unique perspective one that you feel would delight, entertain, intrigue, fascinate, or inspire others? Yes? I hope you feel this way! But if you don’t feel that your art is important and meant to be shared, I sure hope you aren’t relying on it to buy you a new Volkswagen bus to roll around town in!

If you feel that you have something burning inside you that is awesome, and one-of-a-kind, and valuable, then I hope that by the end of this book you will consider doing all that you can to make it accessible to the world and be handsomely remunerated for your tenacity. Allow me to share with you some of the things I have learned through being open to the mentorship of David Wolfe.

1. Firstly, if you’re reading this book it means you are most likely open to the notion of putting in a bit of effort to adopt some new behaviors that may allow you to

enjoy life a little (or a lot!) more. Let me assure you that, although some of the new habits and ideas that David shares will take effort to become part of your life, it will all be worth it very soon

2. I am now *happily* able and ready to employ tactics and disciplines that fortify my mental and emotional (and, ultimately, physical) health. I am worth it and my artistic expression is worth every ounce of support I now actively offer it
3. Social media can be rejiggered to be a friend and business supporter rather than an energy-sucking, happiness-degrading, time-hogging addiction
4. Taming my mobile phone's hold over me...was easier than I thought it would be
5. Writing goals down is a TON of fun! Tapping into my desires allows me to clearly see what my missions are for this very short lifetime on Earth
6. Looking at how I spend my time has empowered and emboldened my creative juices. I now proudly and fiercely protect my time and engage in worthy action with an engaged mind and heart as much as absolutely possible. (Even while driving, I now listen to fabulously nourishing podcasts rather than engaging in trite chit-chat)
7. The bad things are going to happen. Planning for them financially will allow their arrival to be far less disruptive. Why didn't we learn in art school to put money away all year long for holiday gift-giving, pet care, union dues so we could create our art free of financial stress?
8. Asking for help and being willing to accept help could be the best gift you ever give yourself!

Chapter 6 – Asking for Help

“Remember, if you ever need a helping hand, it’s at the end of your arm. As you get older, remember you have another hand: The first is to help yourself, the second is to help others.”

- Audrey Hepburn

Kate: Are you the kind of person who has a hard time asking for help? Are you good at whining about things in your life that are challenging you but not so great at hearing and *taking* the advice of others about how to remedy those challenges? First thing I think of are annoying parents or family members who are always ready and eager to offer their wish that you’d find your Plan B or that they could finally make a phone call to get you a job at their office. There are so many variations to this of course. And when it comes to early home life and parental influence – that could have been what drove you into the arts to begin with! So, it’s reasonable that you would have hardened yourself against accepting ‘helpful’ suggestions from Mom, Dad or Aunt Millie.

I know people who have such a hard time with the act of asking for help and accepting it that they don’t feel it’s honorable to win an acting role because they made a phone call to someone in an influential position. Crazy, I know. But maybe you have something similar going on right in front of you? Do you know people who could open a meaningful business door for your art? Maybe that person could have zero to do with painting, art, filmmaking or writing. That person could be someone who could offer you a leg-up in terms of the marketing of your art or your mental, emotional or physical health, and possibly even your financial health!

If you are in the film business, in any capacity, there is a lifeline for you. It's called The Actors Fund. It's funded by the Screen Actors Guild and its purpose is to support the brave artisans who keep the entertainment industry pumping. They provide career support, side job counseling, and life counseling among a heap of other incredibly helpful offerings. Please look them up and go through their orientation. They have deliberately created a system there that helps those people who are truly ready to do the work to help themselves. You gotta want your greatest life.

I give a ton of credit to a woman there for helping me dig out of a really huge mess. At first, I wondered what kind of help they could realistically offer someone like me who was in such financial hot water. But boy, am I glad I managed to get myself there.

Here's how I got here:

1. I was lucky enough to know I needed to ask for help
2. I was even luckier to have the guts to accept that help and do what others told me was necessary to do
3. I am super-blessed to have found the discipline and self-love to adopt behaviors and thought patterns that were foreign to me

Here's what I know:

1. I am not special
2. I am not smarter than you. Or more disciplined
3. I simply decided that my life was going to be about something more than being kicked out of a tent under a freeway bridge

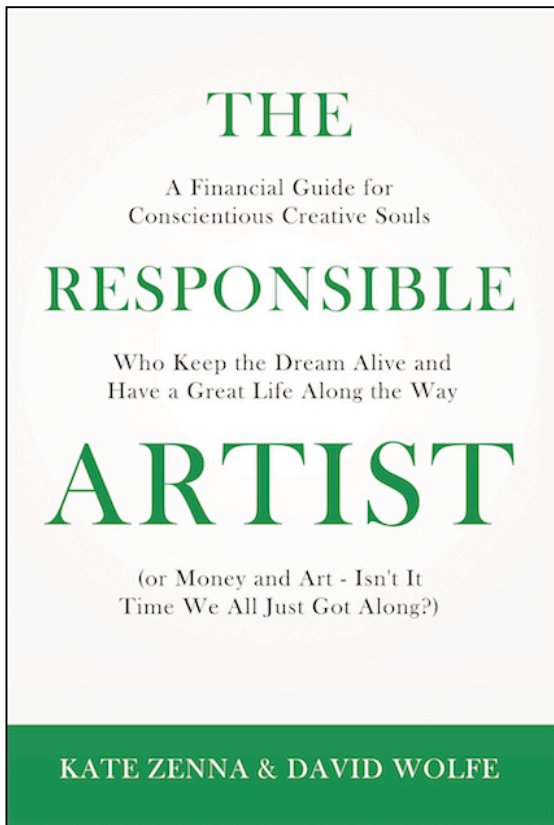
I write all this not to toot the ZennaHorn™. I write all this because I LOVE you. Truly. And I want your art to make it. In order for your art to make it, you have to remain intact. Your beautiful heart, mind, body and soul, and yes, your bank account are necessary pals you want along the way. If you don't know where to start, ask ME for help. Email me at kzenna@responsibleartist.com. Tell me where you are. Tell me what you're willing to do. Explain to me why you want to live your greatest life.

Reasons to develop the muscle of asking for help when you need it:

1. In order to grow and become your best self, you MUST at some point ask for help from others who have walked the walk, been there done that, are doing it well right now and/or have dedicated themselves to professionally helping others in a specific area
2. Because you want to succeed and find peace and happiness sooner rather than later, right? Good. See #1 above
3. Your heart will skip a beat after you experience the humility necessary to ask for help and (most importantly) to humbly accept that generous gift of knowledge, time, and love from another living being
4. You will learn firsthand how powerful your offer of help to another person in the future can be. Because...you've BEEN there! So, when they finally come asking, you'll be there for them
5. You probably have people in your life who have been waiting a long time for you to finally come to them and ask them, with an open mind and heart, for help. Although you'll be mostly needing a fresh perspective as opposed to money, you've undoubtedly been

worrying your closest friends throughout your struggles but they knew that until you were ready for help, there was no point in them offering

6. After you do it once and realize the benefits, you'll begin to open up every area of your life to *receiving* help and love. The riches are in an equal balance of receiving and giving. (Kind of like a good bank account – spending and earning!)



Zenna and CPA-Entrepreneur David Wolfe share financial and marketing principles tailored to creative artists in all fields. Follow Wolfe's journey from bankruptcy as a young man to financial success and Zenna's transition from a struggling Hollywood actress to prominence as a businesswoman.

**The Responsible Artist:
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