



Beyond Auditions

Five Steps To Conquer The Most Common Voice Over Talent Complaints

By Susan Berkley

Dear Great Voice,

Whether you are new to voice over or an emerging talent, this report is your personal guide to voice over success.

If you are just starting out or you've been doing voiceover for awhile and want to kick things up to the next level you are in the right place, and I think I know why you're here.

You're here because you're sick and tired of trying to cram your *real* life into your lunch hour.

You're here because you're about to retire and you can't bear the thought of spending the best years of your life in a rocking chair.

You want to stay active and start something new, an opportunity where you can work from anywhere on your own terms doing something you really, truly enjoy.

You're here because you cannot bear to live without creative expression and the fulfillment it brings for one more day.

Sometimes it seems like family and friends don't understand you. You hesitate to speak about your dreams.

But I understand you.

Why? Because I was once where you are today.

When I started out, I struggled to free myself from a soul-crushing day job to start my own business in voice over. It wasn't easy and I made every mistake in the book.

But I succeeded and now I want to pay it forward and help you.

It's the right thing to do, and nothing makes me happier than to get your positive results letters and emails.

First, a warning...

This report pulls no punches. I'm going to be totally frank and tell you what you need to know about voice over, not what you necessarily want to hear.

As the voice of AT&T and Citibank, I've reached the pinnacle of success and I am still a working voice talent today.

I know a thing or two about this business and I know what works.

What I'm about to share is not theory, fluff or hearsay but the 'real deal' based on decades of in-the-trenches experience and the experience of the many hundreds of aspiring voice talents I've trained.

My intention here is to help you stay focused so you can shorten your path to voice over success; so you can avoid spinning your wheels and wasting valuable time and money on strategies that just don't work.

A surprising truth about voice over that's often misunderstood

Let's kick things off with a fundamental truth about voice over that many people miss:

Success in voice over has very little to do with the sound of your voice.

Read that sentence again so it really sinks in.

The sound of your voice has very little to do with whether or not you succeed in voice over.

While it's true that "back in the day" a voice over artist needed to have a polished radio-type of voice and sound like Richard Burton or God, today that type of voice can even be a liability.

Voice buyers today are actively seeking to expand their talent pool to include women and people of color. And they're also looking for people who sound *real*, like the guy or gal next door, but who are well trained in voice acting fundamentals.

(But don't worry if you're a guy with a big, deep voice. There's still plenty of work for you. 😊)

The game has changed

Years ago, before the internet, voice over was pretty much a closed shop. Only a handful of actors in New York and LA did most of the work.

Then, everything changed.

As the internet took hold, new niche voice over markets sprouted up practically overnight. Opportunity emerged in E-learning, audio books, video games, interactive voice response phone systems, GPS systems and a dizzying array of talking devices.

New advertising channels opened up in internet radio, television and satellite. There are even commercials in taxis, planes and elevators (called in-transit voice overs) .

With all these new media channels, the need for well-trained professional voices has never been greater.

Welcome to the “Voice Talent Shopping Mall”

In 2003, a company called Voice 123, was founded, bypassing agents to deliver auditions directly to the in-box of anyone who was willing to pay a membership fee. Competitors like Voices.com also emerged and thousands of aspiring voice talent signed up.

These services are commonly known as “pay to play”, but I call them “voice talent shopping malls” because like the mall, they offer voice buyers an unlimited number of choices at a single location at the click of a mouse.

That's great for voice buyers but not so great for you.

Here's why.

In the voice talent shopping malls your demo is categorized with thousands of others and added to a searchable database.

The odds of getting “discovered” are slim and hundreds of aspiring voice talents often compete for the same job.

And here's another problem.

Because so many people audition for each opportunity, voice buyers rarely have time to listen to all the auditions.

Those who get their auditions in first tend to get listened to first and busy voice buyers often make their selection quickly when they hear the first voice that's "good enough."

Hundreds of auditions. No Jobs.

With all the competition in the voice talent shopping malls, it's not uncommon for a voice actor to do hundreds of auditions without booking a single job.

The poor voice talent develops a complex and loses confidence. They think they're doing something wrong.

But it's not their fault at all.

They're just following a flawed model because nobody ever taught them how to do what works.

That is, until now.

Now I'm not saying the pay-to-play services are all bad. They do have their place in a balanced marketing plan.

Some people book very nice jobs and trained beginners have a chance to practice and refine their craft.

But some people win the lottery too.

The biggest problem with the voice talent shopping malls isn't just the competition. It's the dangerous mindset you can easily adopt when you join.

Are you confusing busyness with business?

People think that just because they are bustling around auditioning, they have a real voice over business.

They confuse busyness with business, activity with accomplishment. This misconception will keep you stalled and spinning your wheels for years.

Do you know *this* about voice over auditions?

Forgive me if I'm overstating the obvious here but a voice over audition is not a job. It's merely a lead and a pretty poor lead at that.

A lead is a prospect who is potentially interested in your services. They are not yet a customer. You are only in business when you have paying customers.

These days, in the world of business and marketing, it takes an average of 7 (or more!) contacts with a lead before someone even pays attention to who you are and what you have to offer.

That lead must be nurtured until they are ready and trust you enough to pull out their wallet and buy.

Here's the big problem...

In the voice talent shopping malls, you have only ONE SHOT, a single brief audition, to get the gig and that's *if* the voice buyer even listens to your audition.

That's like meeting a stranger on a crowded street and asking them to marry you after a brief hello!

Here's another important fact about business you should know: over 70% of all sales happen as a result of following up.

Yet in the voice talent shopping malls you can't follow up because you don't know the name of the client and how to get in touch.

It's madness!

The difference between voice over winners and losers

If success in voice over today has little to do with how many auditions you do, what separates the winners from the losers?

Today's successful voice actors are marketers first and performers second.

Marketing is one of the 4 Pillars Of Voice Over Success I teach at my Voice Over Bootcamp Recording Studio Immersion Experience and in my Voice Over Training Institute (VOTI) program.

(For information contact us at 800-333-8108 or talent@greatvoice.com)

Many people come to voice over because they want to perform, have fun and express themselves creatively.

That's great and there's certainly plenty of that.

But without a proven marketing plan and a mentor to hold you accountable and make sure you follow through to get results, your voice over career is little more than a pipedream, a basement hobby at best.

But let's get back to auditions.

They're still an important part of your life in voice over *if* you do them correctly.

5 Steps To Conquer The Most Common Audition Complaints

Step 1: identify your voice over audition type

There are three voice over audition types: Dreamers, Curators and Practical Strategists. Which one are you?

Dreamers hold out hope that they'll book "The Big One," - the voice over job that will bring them fame and fortune so they'll be set for life. It's a lottery mentality.

Unfortunately, your odds of booking "The Big One" are about the same as winning the lottery. It happens for a lucky few, but you certainly shouldn't bank on it.

If you're a dreamer, I understand. Many people are.

But it's time to get practical and get to work!

The second type of voice talent is what I call Curators. In the arts world, a curator is someone who cares for an art exhibit.

The Curator type of voice talent spends hours on a single audition, trying to perfect every syllable and every nuance of their performance editing out every glitch. Because of their perfectionism, they are always the last one to submit their auditions and they tend to sound overly polished, unnatural and stiff.

The third type of voice talent is what I call the Practical Strategist. Practical strategists have a balanced marketing plan where auditions are just one part of the big picture.

They still do auditions, but follow a proven system like the one I teach in my Voice Over Boot Camp and Voice Over Training Institute.

This is obviously the type of voice talent who enjoys the most success

Step 2: Discover the shocking truth about voice over jobs

I'm about to make a stunning revelation that just might change the way you think about voice overs forever.

Ready? Here goes.

The reason someone gets picked for a job is often completely arbitrary.

You have to know the craft of voice acting, of course, be able to read a script so it sounds believable, play your voice like a finely tuned instrument and take direction like a pro.

But once you've gotten training to develop your voice acting skills and gotten good enough, the reason you book jobs is often because you were in the right place at the right time.

This might seem to be serendipity, but it's really good marketing.

Here are a couple of true stories from my own career.

When I was starting out, The Travel Channel was one of the media contacts on my prospect list. I sent them my demo and kept in touch with the promo director, checking in by phone every month as part of my marketing plan.

During one of my monthly follow up calls, the Promo Director said he couldn't hire me because they just signed a contract with another voice talent.

I was disappointed but moved on to another prospect on my list.

The next day, he called and hired me for a job! I was delighted, but surprised.

"What happened to the guy you signed to contract?" I asked.

"Oh, he's on everything," he said. "We're sick of him."

I wondered how they could get sick of someone in only 24 hours, but I didn't worry about it for long. I was thrilled to have a valuable new customer and enjoyed doing promos for The Travel Channel for many years to come.

Here's another true story I call "the million dollar twist of fate".

One of my best voice over customers has been a client for over 20 years. They are a very big company and I am their branded voice. They pay me a lot of money.

I once asked the client how he found me. He blushed and admitted that when he was casting he was looking for another woman whose name was very similar to mine.

He said he called me because he had seen my name everywhere he looked (because of my marketing). He didn't realize he had booked the wrong woman until my voice was deeply embedded in their product.

Fortunately, he really liked my work and decided to keep me. 😊

Although it might *seem* as if I got this great job by chance, the client never would have found me had I not been following my Million Dollar Marketing Blueprint™, the same one I teach at my Voice Over Bootcamp and Voice Over Training Institute.

Step 3: Follow my easy audition checklist

I hope I've made my point about how little control we have over the outcome of auditions.

But we do have control over our marketing, which is much more effective at getting work and building careers.

By the way, I'm not saying to stop auditioning. I still do it every day.

I get those auditions done quickly and out the door fast, and I always follow the audition system I developed.

It's my pleasure to share my Audition System with you now

My "Get it out the door fast" Audition System

- ❑ Print the script (or load onto your iPad)
- ❑ Answer these key performance questions for every script:
 - Who am I
 - Who am I talking to?
 - Where are we?
 - What's the back story(Need help? Contact our Talent Advisor at 800-333-8108 or talent@greatvoice.com to find out which of our voice over training programs are right for you.)
- ❑ Record the audition
- ❑ Slate your name following instructions
- ❑ Check playback for audio quality and select the "best takes"
- ❑ Edit out mistakes, loud breaths and mouth noises
- ❑ Check due date and time_
- ❑ Check Delivery format (Mp3, etc)

- ❑ Check Length (:30, :60 etc)
- ❑ Check File naming instructions (i.e. FirstnameLastname_Productname)
- ❑ Check “send to” email address
- ❑ Write a short, friendly message to the auditor. Include your contact information.
- ❑ Attach the sound file to your email and send!

How to follow up after an audition

Many people wonder how to follow up after an audition. The answer is simple: you don't. They'll call you if they're interested.

If an agent sent you the audition, it's usually ok to ask them for feedback but make sure you clarify that they don't mind. Sometimes they're too busy and they won't have time to respond.

Step 4: Stack the cards in your favor to play a game you can win (almost every time)

As you read this report its hopefully starting to dawn on you that trying to build a successful voice over career by auditioning more and just a little bit better than everyone else is a losing game.

There's just too much competition and someone will always get there first.

To stack the cards in your favor, you must do these 5 things:

1. **Don't try to be all things to all people.** Select no more than two niche markets and tailor your demo and marketing materials to those specific niches. The top two niches are commercials and non-broadcast voice over and I explore the other 12 in great depth at my Voice Over Boot Camp Recording Studio Immersion Experience and in my Voice Over Training Institute (VOTI) program. For details contact talent@greatvoice.com or 800-333-8108.
2. **Plan your marketing strategy first, before you do your demo.** Many people record their voice over demo and then do nothing with it. They spend months in what I call GRTGR (pronounced GRIT-grr) – which stands for getting ready to get ready. That's because they don't have the support they need to get to work. In our coaching programs , we help you work on your strategy from the start so you can hit

the ground running as soon as you complete your training and your demo.

3. **Follow a balanced marketing plan that includes all media, on line and off.** Don't just send out a few emails and hope for the best.
4. **Take action consistently, even if it's only 15 or 20 minutes a day.** If you work on your marketing every day, even for just a few minutes at a time, you'll start to see results in no time!
5. **Make and follow a 90 day plan.** Track your results carefully and evaluate your progress every 3 months. You might need to adjust your course as you go along.

Step 5: Get started. Tactics and Strategies to help you stay ahead of the game

If you're a voice over beginner or working talent, the best place to get started with my support is at the Voice Over Boot Camp Recording Studio Immersion Experience (April 2-4 in New York City).

At The Voice Over Bootcamp Recording Studio Immersion Experience you'll discover...

- What's **working *right now*** for beginning and emerging voice talent. On Day 1 of Bootcamp I'll show you how to get started, even if you lead a busy life.
- How to **gain certainty and confidence behind the mic with my Perfect Performance™ Technique** (Day 1 and Day 2)
- **Day 3: How to set up a GREAT SOUNDING easy-to-use home studio without spending a lot of time or money** (we'll look over your shoulder to make sure you're doing it right!)
- How to create and implement a simple voice over business plan so you can stop trading hours for dollars **and enjoy greater freedom and flexibility in your life** (Day 3)

You'll discover how to:

- Interpret copy like a pro so you can **approach the microphone with confidence**
- Discover your unique signature sound
- Overcome deadly "announceritis" and **develop a warm, conversational style**
- Plus, I'll be stepping you through my famous **Million Dollar Voice Over Marketing Blueprint™** so you can **discover everything you need to monetize your voice and have the best clients paying you the most money for your services.**

- How to set rates so you don't scare potential customers away
- **Where to find the best clients** in the top niche markets,
- Which voice over niche is best for you.
- **How to find great agents to partner in your success,**

Information That's Easy To Act Upon- *Instantly*

Full-price tickets for my Voice Over Bootcamp Recording Studio Immersion Experience are \$1497. But right now through Friday December 11 your ticket is only \$997 with my Holiday Special offer. That's a HUGE \$500 discount! What a great Holiday gift for you or that great voice in your life.

Frankly, this Voice Over Boot Camp wouldn't be worth a penny if you didn't know how to put it into action. That's why my Voice Over Boot Camp Recording Studio Immersion Experience has reinvented the way people start successful voice over careers.

If you need to take precise action, I'll show you what to do and how to do it...1-2-3 Nothing is left out. Every last idea is wrapped up neat as you please

If you need help with your voice acting skills, my proven Perfect Performance™ method will help you sound like a pro.

Need some extra assistance with your home studio? We've got your back! My expert audio engineer will be looking over your shoulder to make sure you record professionally from home.

This is a 3-day *Everything Event* That Covers It all...

Voice over performance. Marketing. Mindset. Your Home Studio.

Simply by walking into the recording studio on the first day, you'll feel a thrill of energy and excitement.

There's a profound extra benefit to attending my Voice Over Bootcamp Recording Studio Immersion Experience. You can't measure it in dollars or any other way.

It's *inside* you. You see, my Voice Over Boot Camp puts you in positive control of your life. The moment you sign up you'll feel a subtle but profound change.

You'll feel more confident, more secure about your future, more satisfied that you finally took action. You'll never again have those lingering "what could have been" regrets.

You'll get *first class treatment* from my team and me, the moment you walk through the door.

So what are you waiting for? There's never been a better time to invest in yourself and your future.

**HURRY!! \$500 Discount Special Holiday Offer
Ends 5 pm ET Friday December 11.**

Here's how to register today for my Voice Over Boot Camp Recording Studio Immersion Experience April 2-4 in New York City and get your \$500 discount with my Holiday Special Offer:

On-line: <https://www.greatvoice.com/voice-over-events>

Phone: (800) 333-8108

Email: talent@greatvoice.com