Six Insider Secrets to Making it Big in Voice-over

By Susan Berkley
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Foreword

What you hold now in your hands is a snapshot of the know-how and wisdom I’ve gained in my many years behind the microphone doing voice-overs for thousands of clients.

Up until now, this information has been closely held and only available to a select group of people who were accepted into one of the most successful voice-over coaching programs on the planet. Some of these people paid upwards of $10,000 to have me and my elite team of instructors hone their skills.

**I strongly suggest that you print this report and read it immediately**

There’s a very big idea inside and many people have fulfilled their lifelong dream of becoming successful in voice-over once they grasped the concepts you are about to receive for free. If you put them to good use, these ideas are life changing.

You’re about to discover how to:

- Get started step-by-step with my proven plan for becoming a voice-over professional
- Avoid the 10 biggest career killing mistakes beginners make that will lead you down the road to nowhere
- Do voice-overs from anywhere, even if you don’t live in NY or LA
- Record from home with a simple microphone and your home PC
- Turn the gift of your voice into an income producing business
- Find auditions and get the gig with little or no experience
- Profit from little-known ‘hidden’ voice-over opportunities
Who is Susan Berkley?

Although I’m a little embarrassed to talk about my success, lest you think I’m bragging, (and I tell you this only because it’s important for you to understand the power of the methods I am going to reveal to you) my accomplishments have been somewhat *legendary.*

**Susan Berkley, Voice of AT&T, President of The Great Voice Company**

I am the voice who says “Thank you for using AT&T” and “Welcome to Citiphone Banking”, which makes me one of the most listened to voices in America.

I have made millions in voice-over doing thousands of commercials, narrations and phone prompts. I’m a computer voice for IBM and the voice of the traffic network in Tampa, Florida. My voice sold over $50 million dollars of “Topsy Tail” pony tail holders on late night TV and has been heard on commercials for Land Rover, Dunkin’ Donuts and many others.

I’ve been featured on CNBC, in Business Week, in the NY Times, on ABC News and many other major media outlets. I was a radio personality and cast member on The Howard Stern Show.

I am the author of “Speak to Influence: How to Unlock the Hidden Power of Your Voice,” and I was a behind the scenes presentation skills coach for Donald Trump’s Apprentice, helping to coach the winning team to victory.
People from all over the world have taken my training programs, Voice-over Teleclasses, Bootcamps and I have helped launch many successful voice-over careers.

**Bottom line:** I know from honest, real world experience how to be successful in voice-over and I can help you to do the same.

**Why am I sharing these secrets?**

When I left my radio job many years ago to start my voice-over career, I started taking on a few coaching clients “just to make ends meet”. I soon discovered that the teacher learns more than the student and that the more I taught, the better I became at my craft. It was a win-win for everyone. I no longer have to teach, but I continue to do it because I meet so many wonderful people from all over the world and I love helping others have better, more fulfilling lives. That is my mission and my hope for you.

I have now achieved much of what I set out to do when I started my journey and my next endeavor is going to force me to radically scale back the number of hours I dedicate to voice-over coaching. What this means is aside from a few select individuals; many beginning voice talent may never get the chance to work personally with me again.

That’s why I decided it was time to get this information out there so that everyone can benefit…..
Insider Secret #1:

Why So Many Voice-over Beginners Struggle

When I speak with beginning and emerging voice talent I am struck by how almost everyone is approaching their voice-over business the wrong way. It’s sad. They’re frustrated, discouraged and wasting their time and their dreams.

I’m going to be very frank with you here because I know from past experience that my unique perspective can really make a difference in your voice-over career. I cannot sit on the sidelines and allow so many dreams to be crushed, due to a lack of understanding about how to really become successful at this craft.

This report will expose these issues one by one and you will gain clarity about how to get started in voice-over (or take an existing career to the next level) like you never have before. So to get started, let’s take a look at 10 of the most common mistakes voice-over beginners make.

How to avoid the 10 biggest career killing voice-over mistakes that will lead you down the road to nowhere

MISTAKE #1: They listen to neighbors or someone who knows someone who does voice-over or they consult with peers. Why is this so bad? Because wannabes can give you bad advice or worse yet --they can leave you discouraged and right back where you started. I hate to say this, but there are even some people who will deliberately mislead you out of envy. Some of your peers will indulge in bitch fests and spread negativity. Opinions are a dime a dozen, but the only opinion that matters is that of the person who hands you a check.
Mistake #2: They get all their information from books. There’s nothing wrong with reading books of course, but the information can be out of date. For example, there’s a voice-over book that was written by a guy who was a radio announcer during the Vietnam War (there was even a movie about this guy starring Robin Williams). A lot has changed in voice-over since then and what worked for voice-over in the ‘70’s, 80’s and even in the 90’s, just won’t work today.

Mistake #3: They ask a local broadcaster for advice…Bad idea! There’s a big difference in the announcing that DJ’s do as part of their radio jobs and the voice acting you have to do for big ticket voice-over. I know because I used to be in radio. To avoid spinning your wheels you need to work with a voice-over specialist who can give you the right advice.

Mistake #4: They call a talent agency and ask for advice, but then get doors slammed in their face. This mistake is just plain naïve. Some people assume that agents are just sitting by the phone waiting for newbies to call. But, they are very busy people and get annoyed having to field calls from newcomers.

Mistake #5: They take adult education classes at a local community college. These classes can be maddeningly superficial and are often taught by someone with little or outdated experience.

Mistake #6: They work with traveling experts who breeze through town and then aren’t there when they need them. Where will these so called experts be when you have questions and need support?

Mistake #7: They try to take shortcuts by bypassing training and worse yet, they try to produce their own demo. I call these homemade demos "kitchen table demos" because they sound like the person stuck a boom box on their kitchen table and
read some magazine ads into the microphone. People send me these demos all the time. They are embarrassingly bad and I feel terrible because the person is so clueless. I even heard that there are talent agents who save these really bad demos and play them at the Christmas party for a laugh. I don’t want this to happen to you!

**Mistake #8: They have a friend in the music business produce their demo.** I met a woman who spent thousands on a demo like that. There were beautiful custom produced sound tracks, but the music overpowered her voice and it sounded like she was drowning in strings! Bottom line? Her demo was useless.

**Mistake #9: They spend too much time getting ready to get ready.** They hire expensive branding experts and then spend months trying to find the perfect web designer to create the perfect website and the perfect logo and the perfect color to go with their brand. They waste precious time getting ready to get ready and at the end of the day, they end up going nowhere and it may even be too late!

**Mistake #10: They give up and do nothing.** This is the worst mistake of all because you could be wasting your dreams. Truth is, nothing will change unless you take the first steps and make it change and that’s what you’re doing by reading this report, so congratulations. You’re on your way!

**How I Went From Struggling Waitress to Successful Voice-over Talent**

You might be thinking that my voice-over career came easy. It didn’t. I struggled for many years because I didn’t have the information I am going to share with you today.
You see, I was a hyphen.

What is a hyphen? A hyphen is when you have a split personality because you can’t devote yourself 100% to doing what you love. You have a day job you hate, but you can’t quit. You dabble in voice-overs, but you always want to do more. I’ve met voice talent hyphens in just about every possible industry: IT professionals, airline pilots, lawyers, doctors, teachers, even police officers. They were all hyphens who wished they could be enjoying a more enjoyable life behind the mic.

In my case, I was a radio DJ-hyphen, which might just be the worst kind of hyphen to be of all. Radio seems like a glamorous profession and it’s sort of like being in voice-over, but it’s really not. The average DJ only makes about $20,000 a year, if they’re lucky. You work all kinds of ungodly hours—usually 6 days a week-- and you often spend holidays and weekends at the radio station instead of at home with your family, friends and loved ones.

One day, I decided I couldn’t take it anymore and decided I was going to become a 100% full-time professional voice talent with no day job and no hyphen. So, I moved to New York City to make it in the Big Apple. But, the one thing I didn’t plan for was how much more expensive it is to live in Manhattan.

I had some money saved, but soon discovered that what I was paying for rent in Florida was only enough to pay for a tiny studio apartment, the size of most people’s living rooms, and I still didn’t have enough money. So, I had to get three day jobs just to make ends meet. I was now a triple hyphen.

The first job was a waitress. Not too bad--that’s what all the actors do when they come to NY—it was hard work, but respectable and paid cash. The second job was in telemarketing, but what they didn’t tell me was that I had to work in a boiler room selling deodorant crystals to funeral homes! That job didn’t last very long at all.
The third job seemed like it would actually be fun. It was for a singing telegram company called Rent-A-Yenta. But, when they dressed me up in a little red elf costume and sent me out onto Seventh Avenue on a sweltering July day to deliver a singing telegram to department store buyers for a fall fashion show …well, I quit.

What was supposed to be “living the dream” was starting to feel like a prison. I was working ungodly hours, not making any money and going nowhere fast. Eventually, things got so bad I had to figure out how to do this now or I was just going to have to quit and get a dreaded day job—which for me would have been waitressing or working in retail because I literally didn’t have any other skills.

Caution!

Do not follow this outdated model that thousands of struggling voice talent are still following everyday!

On the next page is the voice-over process I followed before I discovered the success secrets I am sharing in this report. Caution! Do not follow this model because it does not work very well, even though it is the same outdated model that thousands of struggling voice talent are still following every day.
How a lucky break led to a stunning revelation about voice-over

One day a friend called me to do some voice-over work. It was a lucky break, a random job reading a script with a voice actor who had been in the business for years. After we finished the recording session, the two of us went outside and my jaw dropped. While I was fishing in my pocket for a subway token, he was getting into a beautiful jaguar sedan! How could this be possible? He was clearly getting a lot more work than me.

So, I invited him to lunch, which he graciously accepted and I asked him...no BEGGED him to share his secrets and tell me what he knew about having a successful voice-over career that I obviously did not. What he told me was like a lightning bolt hitting me in the head. Here is the stunning revelation I had on that lucky day...

It occurred to me that if I really want to be successful in voice-over, I needed to go OUTSIDE the business to find the solutions I was looking for instead of constantly trying to do what everyone else was doing....only better.

Instead of sweating and worrying all the time about how to audition better and find better agents (which is what 99% of the voice talents do), what I really needed was to study sales and marketing! Performance skills are important of course, but if I really wanted to succeed, I needed to learn more about what this marketing thing was all about—because that’s what really works and this is what is almost always hidden from newcomers.

So, I figured out the formula and in a few short months I went from trudging from one painful and humiliating cattle call audition after another... to having my phone ringing off the hook with people actually calling me up for voice-over work and paying the prices I was asking.
Within 6 months I was able to quit all my crummy day jobs and actually pay off my credit card debt. I couldn’t believe my eyes! Within a year my voice-over career had really taken off and I was finally living the dream—and it’s been many years now since I quit my day job, stopped being a hyphen and started enjoying the voice-over lifestyle. Because I love it so much, I continue to do voice-overs every day. I enjoy a highly profitable voice-over business and a great lifestyle year after year, no matter what the economy is doing. I started my own production company and we serve not just Fortune 100 companies like AT&T and Citibank, but hundreds of other wonderful customers from all over the world, many of whom have been with me since I started my career.

**And do you know what?**

We are often the most expensive option in town. Competitors can’t figure out how we do it. But, I have a solid voice-over business I can depend on and it’s because of the formula I figured out and teach to people from all over the world and from all walks of life in my Voice-over Step-By-Step program, my Voice-over Tele-classes, at my Bootcamps and in my Marketing Mastermind coaching programs.

I’m going to share my formula with you in a moment, but first I wonder if you may be thinking…”This worked for Susan. She’s got a great voice and so much confidence, but how do I know this will work for me?”

---

Mark Fletcher (“Fletch”)  
Ringwood, NJ

“Just a quick note to let you know that I followed your evaluation advice and it has already paid off. I just got a great job of a 3 page read for a complicated piece of telecom test gear. I did the read in a single take, full of complicated terms and acronyms. I’m happy to say that 3 days later, I got an email hiring me for a quick and easy $150. Following the basic tips you provided in my voice assessment, I landed over $300 worth of jobs in a week!”
Well, let me tell you something. When I started out I didn’t have any confidence at all. And in fact, if there were such a thing as a confidence meter, I would have been down at about a minus 10.

You see, I suffered from terrifying panic attacks.

At first, I didn’t know what was wrong with me. I couldn’t breathe and I even thought I was having a heart attack. But, I was too embarrassed to tell anyone. Eventually I got the help I needed and I’m doing great today, but I’m telling you this because I don’t want you to think I had any special advantage starting out. I didn’t. But, I did have persistence, and eventually I discovered the secret to voice-over success. It’s a step by step formula, really. And I’m going to spell it out for you right now, plain and simple.

Insider Secret #2:

My Proven 8-Step Formula for Getting Started In VO

Over the years I have successfully taught the formula you’re about to learn to my voice-over coaching clients to help them book their first gigs with little or no experience.

STEP ONE: Stop getting ready to get ready and just do it. Congratulations! You’re taking the first step by reading this report. Now you are ready to contact our talent advisor Jason Davis at The Great Voice Company and request a voice or demo assessment. Many people say that what they discover in this pleasant and supportive 30 minute phone consultation with Jason is a source of valuable information for getting started in voice-over.
Email Jason@greatvoice.com or call 800-333-8108 x229. If our studios are closed leave a message and he’ll get back to you the next business day. But you must act now. Due to the overwhelming response to this report, he can only do a limited number of voice or demo assessments every week.

**STEP TWO: Discover what makes you unique and celebrate it!**

**Tip:** unless you’re a kid just out of high school, you already have skills from your day job and “know-how” that you’ve acquired from personal interests, hobbies and the “school of hard knocks.” Believe it or not, your street smarts can be leveraged profitably in your voice-over business.

For example, I was talking to a newbie the other day who said he had no idea what made him unique. But, when I asked him about his day job he told me he was a fighter pilot. A fighter pilot! You can’t get any more unique than that. I asked him if he had security clearance. He did. Well, do you know who one of the biggest users of voice talent for training videos is? The armed forces! And, if you’re a voice talent with security clearance, you immediately have a unique advantage that 99.9% of other voice talent don’t have. So, military training narrations would be a natural place for him to begin because the cards are already stacked in his favor.

If I had time I could give you many more examples of life skills that are valuable in voice-over. In your initial voice-over evaluation and assessment, we’ll help you identify some of these skills.
Another huge mistake voice-over beginners make is that they think they have to sound like somebody else to be successful and that their natural voice, the voice they’ve been given is not good enough. They waste years trying to find what’s called their “signature sound”, but the irony is they are looking for something they already have! They are just blind to their uniqueness.

Now you may be thinking: “I’m a pretty dull person. There’s nothing unique about me”. But, here’s an important clue, your uniqueness is probably the last thing you appreciate about yourself and our supportive and experienced coaches and talent advisors will help you appreciate and develop what you can’t see or appreciate in yourself. Call Jason Davis at 800-333-8108 x229 or email Jason@greatvoice.com for information on how to get started.

**STEP THREE: Evaluate Your Strengths and Weaknesses in Each of The 7 Core Voice-Over Competencies and Take Measurable Steps to Improve.**

**The 7 core voice-over competencies are:**

1. Voice Quality
2. Diction
3. Reading skills
4. Acting skills
5. Relationship/networking skills
6. Technical skills
7. Marketing skills

After you and your coach evaluate your strengths and weaknesses (and this is important) you should take immediate action to improve your weakest skills rather than trying to make your best skills incrementally better.
Our training begins with a baseline assessment of where you stand with the 7 core voice-over competencies. Our coaches will then work with you to enhance your skills in all of our training programs at The Great Voice Company. Call 800-333-8108 x229 or email jason@greatvoice.com with questions and details on how to get started.

STEP FOUR: Pick a niche that showcases your strengths and uniqueness. For example, if reading fluently is not a strong skill, you shouldn’t try to do audio books. You might be better off in commercials where the scripts are shorter. If you are comfortable with technical terms, consider highlighting this on your demo. Targeting your unique niche is the first step in our Fast Track coaching program. To get started, call Jason at 800-333-8108 x229 or email Jason@greatvoice.com

STEP FIVE: Get training from recognized industry experts.
At the Great Voice Company we’ve been training talent for over 20 years and have helped launch hundreds of successful voice-over careers.

STEP SIX: Have your coach professionally produce your demo.
See Mistake #7 above about the dangers of producing a “kitchen table demo” on your own.

STEP SEVEN: Set up a simple home audition studio and learn how to use it well. See page 19 in this report.

CJ Lovett
Providence, RI

I attended the boot camp in NYC in May and had a great time. There was so much great, practical information and the guest speakers showed the real inside of the industry. I know I could have picked up all the great hints I got if I didn't attend the boot camp. It just would have taken me 20 or 30 years being in the business and making mistakes before learning all the how to’s I got at the boot camp.
**STEP EIGHT:** Target your marketing rather than trying to be all things to all people. Nobody is terrific at everything. In the beginning, I tried to be all things to all people by putting many different types of voices on my demo. Some of them were good, but many of them were embarrassingly bad. For example, when I started out I thought it was important to show that I could do character voices, so I put a really bad “witch voice” on my demo. I’m still embarrassed about it today! But, I am a good voice actor and an excellent narrator, so I do very well marketing my services to corporations and advertising agencies.

**STEP NINE:** Take Advantage of Referrals and Other Existing Relationships.

Referrals are a great way to grow your business. You probably already know somebody who knows somebody that can give you your first break. A friend of mine helped me get my first national commercial. Just make sure you are properly trained and ready to go or you could burn that bridge.

**Insider Secret #3:**

**How to do VO if you don’t live in NY or LA**

It’s a myth to think that you have to live in NY or LA to do voice-overs. And actually, this is one of the most frequently asked questions I get. Before the internet, it used to be that you had to live in NY, LA or maybe Chicago to do voice-overs because that’s where all the agents were. But that’s all changed. There are still a lot of face to face auditions in NY and LA, of course. But, in recent years a new breed of virtual agents and paid casting services have sprung up who will email you auditions that you can do from your home studio or from your laptop anywhere in the world.
Insider Secret #4:

How to record from home using an inexpensive mic
and your home PC

It used to be that home studios cost a fortune and they were very complicated to set up. Not anymore. Now you can buy a terrific sounding microphone that plugs right into the USB port of your home computer for about $100. Add some inexpensive recording software and you have a basic set up to record auditions from home.

The three types of home studios

Home Studio Type 1: The Audition Quality Studio

The first type of studio is a basic audition set up that you need to get in the game. It includes a high quality, but inexpensive USB microphone that you plug directly into your computer and some recording software. If you have a Mac you can use the Garage Band recording software that came with your computer. If you have a PC, you can use one of several types of easy to use recording software available online or download a free software called Audacity. This is typically fine for an audition, but won’t give you broadcast quality. If you get a job, simply rent time in a nearby professional recording studio. **Cost: under $200.**
**Home Studio Type 2: The Broadcast Quality Studio**

The second type of studio is a broadcast quality studio. Here you would need to upgrade your equipment and build or buy a sound proof voice booth. This type of studio can cost you several thousands of dollars, but you’ll have everything you need to record broadcast quality commercials and narrations from home. Your equipment might include: upgraded microphones, recording software and pre-amplifiers, a mixing board, phone patch so your clients can direct your sessions remotely and maybe ISDN or Source Connect for direct digital hook up with recording studios in other cities. Most beginning talent don’t invest in a Type 2 studio until their business grows and they have some paying clients.

**Cost: $500-$10,000**

**Home Studio Type 3: The Showcase Studio**

The third type of studio is a full build-out such as an extra room or wing on your home. A Type 3 studio is for voice talent with mature businesses who have clients coming over for sessions, who need room for employees. Some people are such gear heads that their voice-over habit becomes an obsession and they want a special room for all their cool stuff. They collect microphones the way some people collect cars. One successful voice-over artist I know built a 1,500 foot show-case studio on a beautiful piece of mountain view property, his vacation home. I joked that he built a “ginormous” studio with a tiny house attached! The living area is only about 500 square feet, but the rest is all studio.

**Cost: The sky’s the limit!**
Insider Secret #5:
How to find auditions and get gigs with little or no experience

There are two ways to get auditions. The first way is to get an agent. You’ll need training and a professionally produced demo before you can approach an agent to represent you. They need to make sure you won’t waste their time and have what it takes to book the gig.

The second way to get auditions is to pay for them. There are several online casting services that will send you daily auditions if you join their service. Membership typically costs a few hundred dollars a year. But, don’t join one of these services until you have a basic home studio and know how to direct yourself. We will teach you how to do this in all of our coaching programs. To take the next step, contact Jason Davis at 800-333-8108 x229 or email Jason@greatvoice.com.

In the mind-map on page 11 of this report you learned that the “audition only” model can be suicide for your voice-over career. We still have to audition, of course, but you shouldn’t be spending all of your time trying to get more auditions. You should be focusing on how to get work! What I mean is that you need to learn how to get gigs where people hire you directly from your marketing efforts, so you never have to audition. It worked for me and I’ve seen it work beautifully for Inner Circle members and the emerging talent in our programs. Doesn’t it make sense to be the only choice? Of course it does! The methods I teach have worked extremely well, even for our voice-over talent with little or no experience.
Insider Secret #6:
How to Profit from 14 Little Known VO Opportunities

Opportunity #1: Classic Voice-over: commercials online and off

Doing voice-overs for commercials is nothing new. In fact, this is what people typically associate with voice-over. But, what you may not know is that opportunities in commercial voice-overs have really expanded on the internet. Many companies are now including mini-commercials for their products and services right on their websites, and there are special internet TV and Radio shows. Media experts predict that in the coming years the internet will surpass traditional forms of television and radio broadcasting all together.

Opportunity #2: The Hidden World of Non-Broadcast Voice-overs

Few people realize that billions of dollars are spent every year on audio and video productions that will never be broadcast on TV or radio. These include: recorded training materials, talking devices, (GPS, elevators, moving stairways etc.) audio and video for sales presentations and much, much more. Corporate customers are great to have because if you do a good job, you become a trusted vendor and they will keep coming back for more.

Opportunity #3: Audio Books

The audio publishing industry is growing fast. According to a 2008 consumer survey conducted by the audio publishers association there was a 12% increase in audio book sales in 2008 over the previous year. More than $1 Billion dollars worth of audio books were sold.
Opportunity #4: Movie Trailers

Ever wonder what it would be like to be the voice of the coming attractions? While there’s still a market for the imposing “voice of God” announcer, movie trailers are lightening up with opportunities for younger voices, relaxed-sounding announcers and women.

Opportunity #5: Medical and Technical Narrations

If complex medical terms roll off your tongue, you can specialize in medical narrations. The healthcare industry is one of the fastest growing sectors in today’s economy and pharmaceutical and medical education companies do a lot of audio and video production.

Opportunity #6: TV Promos

The explosive growth of cable television means there is ample opportunity for promo voices to promote and introduce upcoming television shows online and off. Promo announcing requires a keen sense of timing and a high energy level.

Opportunity #7: Radio Imaging

While radio stations require their on-air talent to voice commercials, they will typically hire outside talent to voice for what is known as radio imaging. These voices read promotional copy and provide a certain consistent sound that enhances the

Guest Instructor Rodney Saulsberry and Susan Berkley at a recent "Secrets of the Masters" Bootcamp

Rodney is a top voice actor whose credits include numerous movie trailers, commercials and cartoons including: Dancing with The Stars, Twix, Toyota and Spiderman
programming. You frequently hear them in between songs and at the top of the hour encased in lots of slick production.

**Opportunity #8: Telephony**

I have made a fortune recording voices for phone systems. In the past few years, I must have cheerfully spoken close to 2 million voice prompts. How many ways can you say “press one”? It can get pretty tedious. Sometimes it seems that if I am a bad girl and go to hell, my job in hell will be “The time in hell is 4:36. The temperature in hell is 1 million degrees. The time in hell is 4:37, the temperature in hell is 1 million and 1 degrees” …on and on into eternity. Don’t get me wrong. I’m not complaining. I have wonderful clients and it sure pays the bills.

**Opportunity #9: Animation Voice-overs**

How cool would it be to be the voice of a cartoon? I have many voice-over friends in the animation business and they are tons of fun to be around. But it’s harder than it looks. Actually, there’s a real art to developing your own unique character voices and it’s much, much more than doing a really good porky pig imitation. Voice talent who act in animation are usually responsible for at least three voices in every cartoon series. They have amazing control of their instrument, impeccable timing and wonderful acting skills.

Tom Hartzog
Jupiter, Florida

"I just wanted to drop you a quick note and tell you again how much I enjoyed taking your 6 week class. “The music in your Voice” class with Jay was my favorite! He is extremely talented with a great personality and made the class very enjoyable. He really had me "up" and willing to take risks with my voice. I am really looking forward to continuing my pursuit of a career in voice-overs and you have given me a great place to start! Thanks so much!! "

"
Opportunity #10: Video Games

The big news in voice-over is video games. They’re a multi-billion dollar industry that’s growing every year. Some of them pay big six figure residuals if they become best-sellers. Not all video games are shoot-em-ups. They will often make video games out of popular cartoons and even TV dramas like Grey’s Anatomy. On a video game, you will have the opportunity to use all your voice acting skills and character voices and you’ll have a ball at the recording session.

Opportunity #11: E-learning Narrations

Because of financial constraints, companies are pulling traveling trainers off the road and putting their training online. It’s much more cost effective and easily accessed by anyone in the global economy. These interactive e-learning modules are voiced by professional talent like you and me. The copy varies from highly technical to conversational. Our job here is to make complex copy sound fun and interesting.

Opportunity #12: Foreign Language Voice-overs

If you speak another language fluently, like a native, there are many opportunities in non-US English voice-over. At the Great Voice Company, we do a lot of work for phone systems in Spanish, French and many other European and Asian languages. The key here is to speak the language fluently without an American accent. I am a fluent speaker of Brazilian Portuguese, but I never record in that language because I sound too much like a gringo.
Opportunity #13: Local TV

Did you know you can get started in voice-over in your own back yard? Your town probably has at least one independent television station, cable or otherwise, which uses voice talent on the local commercials and promos. There are also local specialty channels in many markets for real estate and news. When you finish your demo, give the program director a call and see if you can come by and introduce yourself. Who knows? He or she may be willing to give you a shot. Some of our Inner Circle members have picked up voice-over work at local networking events or Chamber of Commerce meetings.

Opportunity #14: Event Announcer

Can you imagine what it would be like to be the live announcer at the Academy Awards? One male and one female voice talent get that job every year. There are many televised award shows and they all have announcers. My friend Hillary Huber from Los Angeles voiced the People’s Choice Awards. Rodney Saulsberry, who is a frequent guest instructor at our Bootcamps, announced the 34th NAACP Image Awards and the Essence Awards Specials on FOX Television, as well as The Grammy Awards and the Country Music Awards for CBS. Many companies hire announcers for sales meetings and internal awards shows, which can have thousands of people in attendance.

John Haydon
Bainbridge Island, WA

I wanted to share the news of my first job. I am now the ‘Police Blotter’ guy on Bainbridge Island Television’s [BITV.org] new show, ‘B News’. Thank you Universe, and thank you too, Susan. My confidence is growing by the hour and I’m going over my notes from your class and rereading your emails and I am having fun. Thanks again.
A Quick Recap of the Six Insider Secrets for Making It Big In Voice-over

1. Make sure you are not making any of the 10 biggest career killing voice-over mistakes before you even get started (p. 6).
2. Follow my proven 8 step formula for getting started in voice-over (p.14).
3. If you don’t live in NY or LA, put your mind at ease. You can do this!
4. Following my guidelines on p.17, get an inexpensive USB mic and some recording software and practice using it, so you are ready to begin auditioning from home when your training is complete.
5. Learn the key principles I teach about sales and marketing, so you are not so dependent on auditions to get work.
6. Explore the wide range of opportunity in non-traditional forms of VO.

Let me be frank, the strategies and tactics I share with you today are just for starters. The main course is my “Voice-over Success System” which begins with a voice-assessment and includes the Teleclass, Bootcamp and Fast-Track Private Coaching Program.

Bill McManama
Norfolk, VA

“Susan, I wanted to say thank you for your direction the last few weeks. Your class was very informative and has given me a kick in the back side to get out and go! I found you on the Internet and read your info. What sets you apart from all those others is I see that you really care for the people you work with. Your dedication to the business is phenomenal!”
So, right now, while it’s fresh on your mind, your next step is to request a voice or demo assessment and take a look at our coaching programs. Our voice-over success programs have changed the lives of thousands of ‘great voices’ and I’m confident we can do the same for you.

Here’s to your success!

Warm regards,

Susan Berkley
CEO/President
The Great Voice Company

PS - To get started or get your questions answered, call Jason Davis at 800-333-8108 x229 or email jason@greatvoice.com. There is absolutely no obligation and your satisfaction with the voice or demo assessment is 100% money-back guaranteed.
This Certificate Good For A
$20 Discount On Your Voice Or Demo Assessment
With A Great Voice Company Talent Advisor

This certificate must be redeemed within nine (9) days from today to receive your $20 discount. Your voice assessment will be conducted during a live telephone consultation with our talent advisor Jason Davis. After listening to your recorded voice sample, Jason will give you a baseline assessment of your skills in six core voice-over competencies:

Don’t worry if you are a beginner and have never done this before. Jason will definitely take that into account. If he feels that you don’t have what it takes to succeed, he will gently and tactfully tell you so. But if he thinks you have potential, we will welcome you on board and do everything we can to help you succeed.

If you already have a demo, you may request a demo evaluation in lieu of a voice assessment. See registration page for instructions.

The voice assessment and phone consultation is only $95 or $75 if you redeem this certificate within the next nine days. If accepted into one of our training programs, the cost of the voice assessment will be deducted from your tuition.

Your 100% Satisfaction Guarantee
This voice evaluation is 100% money-back guaranteed. If, at the end of your conversation with our in-house advisor you feel the information gained was not worth the modest investment, simply let us know and we will issue a prompt and hassle free refund.

To get started: 1. Go to www.greatvoice.com/assessment
2. Call Jason Davis at The Great Voice Company at 800-333-8108 x229 between 9 am-6 PM ET Mon.-Fri.

Important: to receive your $20 Discount, this certificate must be redeemed within nine (9) days of receipt.

Enter discount code FR20 at checkout.