

I've got my demo...NOW WHAT?



Business is Business

Your VO business is a business. If you treat it like a hobby, then you'll reap far less in the way of financial rewards. This means you need to invest time and money for the proper tools.

There's a simple 1-2-3 approach to beginning your VO business

1. You get a product to sell. This includes training and refining of your skills and talents.
2. You create your free sample—your primary marketing tool.
3. Sell your services. Marketing yourself is the business of the business. You will need to create a plan and stick with it. Fortunately, we don't have to reinvent the wheel. Here's a simple plan you can implement and modify for your individual needs.

It's the third step we'll focus on here.

Now What?

Now that you've got a good demo there are a number of things you need to do. I've outlined them below. You may have already completed some of these or have them in process—so you'll be creating your own plan for success.

What You Will Need

- A. Demos
 - One for each genre
- B. Quality Studio
 - Dead—No Reflection
 - Sound Proof
 - Able to get online
 - Editing Software (TW, Audition, Audacity, ProTools, etc.)
 - System such as ipDTL
- C. Branding
 - Sound
 - Message
 - Web Site
- D. A Priority Management System (We'll work on this)
- E. Business Cards
- F. Agents
- G. Casting Directors
- H. P2P Memberships
- I. Social Media Strategies
- J. Networking (We won't have time to delve into this, here.)

We'll now take these and put them into the business prioritization planning chart.

YOUR STUDIO

QUALITY

- DEAD—No reflection.
 - Auralex on walls
 - Comforters on walls
 - In a closet
 - Clap and listen for any echo at all
 - Window Plug (photo below)
 - Cloud (Photo below)
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SOUNDPROOF

- Often difficult for talent who work at home battling neighborhood landscaping noises, as well as planes, cars, and motorcycles.
 - Double doors
 - Window plug
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INTERNET

- Able to get online (from anywhere in the house?)
- Highest speed you can get

EDITING AND RECORDING SOFTWARE

- Twisted Wave- mac only —~\$80 (also on iPad & iPhone)
- Audacity—Free
- Adobe Audition—~\$300 (one month trial?)
- Sound Forge—~\$80
- ProTools—~\$500 with purchase on M-Box

INTERFACE

- Scarlet 2i2 _____
- Centrance Mic Port Pro _____
- MBox _____

BRANDING

REFLECTION OF

- Your sound
- Your service
- Your name
- Whatever makes you memorable and describes you

MUST REFLECT YOU!

- Fruit Loops/ All bran
- “ This Cat’s Got Pipes!”

CONNECTING WITH CLIENTS

- ISDN
- Source Connect
- ipDTL (Chrome only)
- Phone patch

WEB SITE

- Should reflect your brand
- Have your demos on home page
- All above the fold
- Simple requirements
 - Home page (demos and welcome)
 - with player to play all your demos in ONE player (less clutter)
 - Bio page (can include friendly looking headshot of you)
 - Clients (IF and only if you have a lot of name clients)
 - Contact with whatever contact info you want to share
- Can get basic site done for \$450-\$800!

PRIORITY MANAGEMENT SYSTEM

See Proactive/Reactive above

BUSINESS CARDS

Make sure they reflect your brand

- Glossy
- QR Codes
- VistaPrint.com (Try VistaPrint.com/VIP)

Agents

- Easier than ever to get representation
 - VoiceBank.net
 - Check web site for submission policies
 - Most are non-exclusive & many building non-union roster—playing numbers game.
 - Get to know and market to them
 - Note: For non-union, many increase the commissions from 10% to 20%
- Agents I'd like to be with:
-
-
-

Casting Directors

- Going directly to source
- But many get leads from VoiceBank.net and charge higher commissions than agents do.
- Often go through agents, but don't always. Sometimes, they contact you directly. Stay in contact with them! Market to them.

Casting Directors I'd Like to Approach. _____

Pay 2 Play

- Pay to Play Marketplaces can hire both union and non-union talent
- Not all jobs are lowballed!
- Who I DON'T RECOMMEND and why
- Who I DO RECOMMEND and why
- All have free profiles

Which P2P, if any, do I want to pursue:

SOCIAL MEDIA STRATEGIES

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- Facebook—GROUPS Join groups to help you such as the “Twisted Wave” user group, the eLearning group (if you’re an established eLearning professional, the Audiobook Narrators user group (if you’re an established audiobook narrator)
- BUT spend most time on a dedicated page for CLIENTS...not other talents or your mother!

I’m on: _____

I want to be on: _____

Marketing Strategy: _____

NETWORKING EVENTS

- This has been called the “company picnic.”
- It’s a time to get to know prospects... not to promote yourself.
- Get THEIR business card for follow up later. Only offer yours if it’s asked for!

Events to go to in the future that will give me access to key folks in the genres that I want to work in.

Ideas to make a difference at these events!
