



## **Don't Think Like a Newb, Think Like a Business!**

In this session, you'll learn how to build & execute your voiceover business so you can be the artist you know you can be!

### **Workshop Objectives**

1. To learn that the difference is between an amateur voice talent and a professional voice talent has nothing to do with income, agents, or union status.
2. To develop productive, effective Systems of Thought and Systems of Execution.
3. To learn that maturity, self-discipline, passion, and kindness are the keys to being a true professional.

### **Don't Think Like a Newb!**

The Newbie Paradigm

The Difference Between an Artist and a Business

### **How To Build It**

**Have a Plan**

**Know Your Role**

Cash Flow: How do I control my money?

Tools: What stuff do I need?

Technique: How do I develop my craft?

Marketing: How do I get my name out there?

Health: How do I stay in shape both inside & out and upstairs?

### **How To Run It**

Your Physical Plant

Your Workflow aka Time Management

Making the Right Decisions aka Resisting Resistance