

Empowering Your Voices.com Profile



Profile + Completion + Promotion = Success

Your profile is used to promote your voice. When your profile is completed, it can be an amazing tool that attracts prospective customers, earns their trust and gets them to click "play" to hear your demos.

Your demo may be what determines whether or not you book but it's text that attracts people to your demo and encourages them to listen.

Remember, [the Internet is a visual medium](#). The Internet is also text driven. Since audio cannot be "previewed" or heard before actually listening to it, text is required to set the tone for what someone is going to hear before they hear it. Audio isn't searchable, text is!

You can add text to describe your demos in many ways. If you log in to your account, you'll see that when you go to edit a demo, the opportunity presents itself to add a title for your demo, select a language, categorize the demo, choose a voice age, give a summary of what will be heard and tag the file with corresponding adjectives or descriptors.

Each demo uploaded to your Profile at Voices.com has its own unique URL that features additional details about the demo.

Naming Your Demos

When naming your demo, don't just call it Demo #1. Call it something appropriate to the material in the file such as Primetime Promos, Message On Hold, and so on. Use as much descriptive keywords and adjectives that best describe your demo.

Text + Listening + Continued Interest = Vetting

After a client has heard your demos and wants to learn more about you, the next step they usually take before sending a private job invitation is to check the Feedback section of your Profile.

The purpose of your Feedback section is to help build credibility with people you haven't worked with before, making it easier for them to hire you. How can you achieve that goal? Add some testimonials!

Why Testimonials Are Important

Even if you haven't booked a job that was paid for through Voices.com using SurePay, you can still share experiences you had in the past to complete your profile and give prospective customers the information they need ahead of time to feel comfortable working with you.

One housekeeping note:

Although the Feedback page is where testimonials and client lists are displayed when viewing your profile online, that information (references and a client list) needs to be added to your main Profile section. You can edit your profile and add references and a client list here:

http://www.voices.com/talent/account/edit_profile

Gathering Testimonials

The absolute [best time to ask for a testimonial](#) is right after you have completed a job for someone and they are at their most grateful, excited and willing to write something up for you.

Email Past Clients

Clients you have provided voice over services to in the past can help you out with this. You could email them and ask if they might be willing to share their experiences working with you. Just a sentence or two will do, it need not be a tome.

Consolidate Positive Feedback

Perhaps you have a number of emails from clients you've worked with and they said some great things about their experiences in the bodies of those emails. What you could do is write back to that client and ask if you could use what they said about you to help promote your business.

When you email the client, be sure to include the proposed testimonial so that they remember what they said to you and have something to approve.

You could even give them a link to where the testimonials will be featured. People often want to know where you'll be posting what they said. Once you've gained permission and have posted testimonials to your profile, send an email to each client who sent you a testimonial with a link to where they can view what has been published.

Leverage Public Endorsements

If you are a member of [LinkedIn](#) and have some endorsements from past clients, you could use those as references in your Voices.com Profile too! If they endorsed you publicly there, you should have no trouble using that information to build trust elsewhere.

For more information

http://blogs.voices.com/voxdaily/2010/08/empowering_your_voices-com_profile.html