

You Can't Get There From Here: Six Years On The Road Less Traveled

Voice 2012 Presentation Handouts

Hosted by: Joe J Thomas

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(well, sort of...)

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Homework for adults and their inner child:

- What makes you so special?
- Your product: Toothpicks vs. Violins...
- Do you have favorite sayings or quotes?
- Pet Peeves: Understanding what bugs you... and why.
- Marketing - Do what you like!
- Who are you speaking to when you post on the internet?
- Beliefs and Lines in the Sand - Know Your Limits (and how they can benefit you)
- What "Do's" Don't Work for You? (and vice-versa?)
- Abundance or Scarcity - Know How You Are Perceived...
- Spreading Bad News vs. Commiserating with Other VO's
- What don't you do? (aka, I don't do windows ;-)
- Giving Back - How do you give back to the world (and the VO community)?
- Organic Marketing - the Tortoise way to win the race ;-)
- Songs that resonate with you - Find out why...
- Marketing: Stage Play or Improv?
- Dare to Compare!
- Go with the flow - what unlikely connections might bring you new projects?
- Use all your senses. Each one can trigger memories and ideas.

... and most importantly: **How can you discover more homework for yourself?**