



**Voice Acting Basics: Ten Clues are in the Copy!**

1. What **kind of read** is this?
  - a. Commercial, Narration, e-learning, ?
  - b. Purpose: Informative, Entertainment, Persuasive?
  - c. PSA? Hard Sell? Level of excitement?
  
2. What's the **story**? - Find the "skeleton" that is fleshed out with adjectives, explanations, phrases - outline - what are you talking about? (Yes, you may have to diagram sentences!)
  
3. Degree of **Formality vs. Conversational** - vocabulary, sentence, structure, contractions, etc
  
4. Are there **comparisons/ contrasts** in the story? - "we are better than they are"?  
problem/solution? etc.

5. **Who are you?** – Narrator POV – First person or Third person read? Relationship to listener?
  
6. **Who is the listener?** – age, other demographics
  
7. **What to emphasize? How?** (What is important in the copy? – What is the **product?** if you are selling, what are the main points? description? senses? benefits?)
  
8. **Check the specs too:** Are there visuals/music to consider?
  
9. Where should I **mark the copy?** – punctuation , interpretation
  
10. **How could I make this mine?** Alternative ideas? Practice out loud – and decide to have fun and enjoy the read!