

"Always a Bridesmaid, Never a Bride"

(or... to eliminate gender bias...)

Always an Usher, Never a Groom

or more specifically...

How to Move Up to Number One in Online Auditions!



by

William Williams

Aliso Creek Voice Over Classes

Burbank CA

818-954-9931

AlisoCreek.net

OnlineVoiceOverClasses.com

Why Participate in Online Casting?

- * **Real auditions daily from real agencies or production houses**
- * **National and International Exposure**
- * **You build a clientele**
- * **You improve your auditioning skills**
- * **You improve your recording skills**
- * **Auditions and Most Jobs are time shifted.**
- * **The Jobs are Non-Critical**
- * **You can work from home in your bunny slippers**

So You Jump Right in and Audition...

* **And the results come back...**

* **the GOOD!** (all feedback is from voice123.com)

Finalist

[\(Learn more about the Voice Seeker's Feedback System\)](#)

Based on Voice Seeker's feedback you were ranked **1st** out of **18** auditions that received feedback. (There were 7 talent(s) who received the same feedback as you)

* **the BAD...**

Not likely

[\(Learn more about the Voice Seeker's Feedback System\)](#)

Based on Voice Seeker's feedback you were ranked **30th** out of **42** auditions that received feedback. (There were 10 talent(s) who received the same feedback as you)

* **and the UGLY...!**

You won't be considered

[\(Learn more about the Voice Seeker's Feedback System\)](#)

Based on Voice Seeker's feedback you were ranked **15th** out of **21** auditions that received feedback. (There were 6 talent(s) who received the same feedback as you)

So... Why isn't this working?

Ways to Improve Your Online Audition Results

YOUR PROFILE:

Fully Describe Your Voice and Abilities

- * What Actors do you sound like?
- * Do you do accents, languages, etc.
- * Describe your equipment
- * Add Testimonials!
- * Include an "I'm easy to work with!" picture
- * Use **KEYWORDS** to show up in search.

AUDITIONING:

Be "Johnny-on-the-Spot"

- * Sort the auditions by time and do the latest ones first
- * Try to be in the top 15 performers
- * Start with auditions that want the fewest returns

Pay Attention to the Voice Specification

- * Capture the feel and "vibe" that they are looking for
- * Avoid performances that you are not right for
- * Understand the intent of the message!

Be Selective!

- * Choose the spots you know you can nail first
- * Then try others that you feel you can succeed with some extra work

Know What Your "Thing" is

- * **Are you REALLY GOOD at hard sell? Storytelling?**
- * **Discover where you are the best and narrow the competition**

Learn to Self-Direct

- * **Set a target in your mind of how the spot should sound**
- * **Record it and then LISTEN BACK to evaluate it**
- * **Repeat the recording until you achieve your target performance**

Be a Voice Actor... Not a Broadcaster

- * **Broadcasters are "Newsy", "Announcery", "Objective" and NOT involved with what they are saying**
- * **Voice Actors are "Approachable", "Conversational", "Subjective", and care about what they are saying**
- * **Learn to sound worried, angry, disappointed, relieved, excited, curious, etc.**

Welcome to the 21st Century

- * **Old School: The Winston Cigarette Guy, Newsreel Announcers, Game Show Announcers**
- * **New School: regular guy or gal next door**
- * **Be aware of "edgy"... very current**
- * **NO: Parent-Child**
- * **YES: Peer-to-peer**

Listen to Commercials, Narration, Animation

- * **Record commercials, transcribe them**
- * **Record your performance and then listen back**
- * **Develop a "Mind/Mouth: connections**
- * **Talk back to the TV and Radio**

Take Lessons, Get Coaching

- * **A good coach can hear the "true" you**
- * **Make sure you get specific directions on how to improve**
- * **Remember: "perfect practice makes perfect!"**

RECORDING:

Create Broadcast Quality Recordings

- * **Get good equipment... not expensive but not consumer either... shop at Guitar Center, not Staples**
- * **Deaden your recording space to eliminate "room echo"**
- * **Make sure computer fans don't bleed into your recording**
- * **Remember Goldilocks: Not too hot, not too cold**
- * **learn how to edit, limit, and normalize, export and deliver your audio**
- * **Keep it SIMPLE!**

Improve Your Ergonomics

- * **Survey your entire audition process and eliminate any bottlenecks**
- * **Make sure it's easy to read, easy to print, easy to download, easy to upload, easy to switch programs, etc.**

Improve Your Auditioning Efficiency

- * Aim for 10-15 minutes per audition
- * Get the "vibe" get the words right, get a good signal and then ship it and move on.

Learn and Understand the Jargon

- * MP3, WAV, AIFF, FTP, Sample rate, Kbits per second.
- * Sorry, but you HAVE to know what this means!
- * Don't fake it! Learn it. You're and engineer now!

SELF IMPROVEMENT:

Eliminate Fear of Rejection

- * Do the best you can at this moment
- * Learn from the experience
- * Move on to the next opportunity!

Don't Price Yourself Too Low

- * Cheap clients will cost you more in time and money.
- * There is a minimum amount of effort in each job: correspondence, opening a file, recording, exporting shipping, invoicing--get paid for all of it.
- * \$100 may be nothing to the client but it may double your income.

Know the Difference Between "Critique" and "Criticize"

- * Always evaluate each job or audition fairly with an eye to self-improvement
- * Only ask opinions of industry pros who have no agenda
- * If ten people tell you the same thing, then listen.

Keep Your Plans to Yourself

- * Keep your cards close to your vest.
- * Don't spend energy TALKING about it, spend energy DOING it.

Set Goals

- * Set clear, achievable goals. How many auditions per week? How many dollars?
- * As you achieve a benchmark, move the goal up!
- * Be realistic, but don't set upper bounds... the sky is the limit.

Be Consistent

- * You have to put the work in.
- * Schedule a time to start and stop auditioning, then go have fun.

Evaluate Your Progress

- * Go back over this list periodically to check yourself.

Keep At It

- * Never, never, never give up. Never. Ever. Never!

HERE ARE SOME LINKS FOR FURTHER INFORMATION:

I've been asked many questions in my 20 years of teaching so I've written articles to cover many of the questions. They are written in a light, fun way but they are packed with solid information. These are on my website AlisoCreek.net/voiceover.html, under *Voice-Over FAQs*. Here are some links to get you started:

Voice Over Home Studio

<http://alisocreek.net/vo-articles/voice-over-home-recording-studio.html>

Sound Proofing and Sound Treatment

<http://alisocreek.net/vo-articles/voice-over-studio-soundproofing-and-sound-control.html>

Understanding Digital Jargon

<http://alisocreek.net/vo-articles/voice-over-aiff-wav-mp3-bits-bytes.html>

Choosing Voice Over Classes

<http://alisocreek.net/voice-over-classes.html>

Voice Over Private Coaching

<http://alisocreek.net/voice-over-coaching.html>

Voice Over Demos

<http://alisocreek.net/voice-over-demos.html>

And my Voice Over Blog

<http://alisocreek.net/vo-blog>