



Put Your Best “Voice” Forward

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Today's Agenda

- Voices.com Introduction
- Optimizing Your Voices.com Profile
- Branding for Voice Talent
- Online Auditioning Strategies
- What's New at Voices.com
- Q & A with Stephanie & Ashley



Toll Free: 1-888-359-3472
Email: support@voices.com
<http://www.voices.com>

An Industry Revolution



The Story of Voices.com



How Voices.com Works



1. Clients post jobs
2. Auditions are uploaded by the pros at Voices.com
3. Client selects the best candidate for the job and makes payment
4. Talent completes recording and makes files available for download

Company Overview

- From independent contractors to small business and Fortune 500, Voices.com serves over 107,220 people worldwide
- Clients of Voices.com include NBC, ESPN, PBS, The History Channel, The Discovery Channel, Reader's Digest, Audible, Comcast, Bell Canada, Sony Pictures, Microsoft, Cisco Systems, ING, Western Union, American Airlines, Ford, etc.





Optimizing Your Voices.com Profile



Your Voices.com URL



Structure for each page (URL) of your Voices.com profile:

- <http://www.voices.com/people/yourusername>
- <http://www.voices.com/demos/yourusername>
- <http://www.voices.com/feedbacks/yourusername>

Highlights (Voice Description)

- Use lots of adjectives and keywords
- Write your Voice Description in paragraph format
- Don't just create a list of keywords
- Always speak in third person
- Don't use "I," "me," or "my." Use your actual name!

Your Image

- Professional headshot, branded logo or image
- Keep it consistent across all channels
- Be creative as this is usually the first thing a client sees when they find you online



Languages

- Include all languages you are comfortable speaking
- Create a demo for each spoken language
- Select English and English (North American)



Accents

- List all accents that can be accurately performed
- Add accents based on regional influences
- Don't forget to add your characters



Age Range

- This reflects any age your voice can sound like
- Feature demos showcasing each of your voice ages
- Ask a coach, friend or your family for their input



Experience

- Share your expertise and where your talent lies
- List all voice-over related (and unrelated) experience
- Continually update your experience as you grow!



Special Skills

- These skills relate to categories you can voice
- Be featured in the Voices.com Directory
- List a demo in each category you can perform



Credentials

List all forms of education you have received

Education	
Workshops	College Diploma
Webinars	Post-Secondary Programs
Voice Coaching	University Degree
Vocal Lessons	Online Courses

Recording Studio Details

- Microphone
- Audio Recording Program
- Computer and Software
- Special Equipment
- Delivery Methods
- Turnaround Time

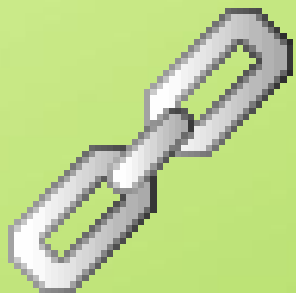


The background of the slide is a vibrant green color. It features several white, abstract, flowing lines that create a sense of movement and depth. These lines are interspersed with small, white, starburst or snowflake-like patterns, adding a decorative and modern touch to the design.

Branding for *Voice Talent*

Your Website

- Registering your domain name
- Work with a graphic designer to build your site
- Showcase all your demos on your website
- Provide all necessary business contact information
- Create a blog and produce relevant content



Voices.com Website



- Don't have a website? Create a Voices.com Profile!
- Creating a profile at Voices.com is free
- Your profile will have its own unique URL
- List your voice description, demos, image and highlight feedback from past clients.

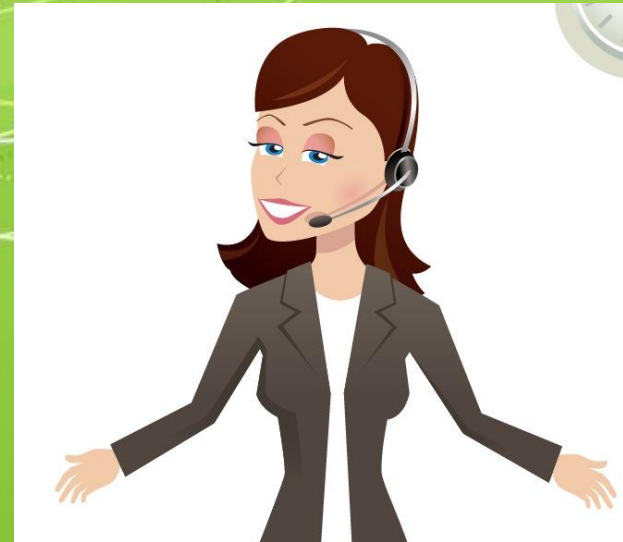
Email

- Professional email address, not personal
- Create a unique email signature
- Refrain from including too many graphics or flash animation
- Keep your client contact information updated



Telephone

- Have a telephone line dedicated to your business
- Route incoming calls to your mobile device when out of the office
- Be the voice on your phone system
- Have a creative voicemail message



Creating Your Own Blog

- Choose a blogging service
- Host your blog on your website
- Tips: Right and wrong ways to blog
- Be authentic and transparent
- Don't forget to subscribe to Vox Daily



Be a Guest Blogger

- Reach more people within the industry
- Gain greater exposure for your blog
- Interact with the community

Want to be a guest blogger for Voices.com?

Email stephanie@voices.com with your ideas



Business Cards

- Never leave home without them
- Use proper business card etiquette
- Brand yourself with a slogan and image
- Include all business related contact information

Want our business cards?

Meet us at the end of this presentation



Newsletters

- Use your newsletter to sell your skills and expertise
- Generate new work from existing clients
- Build a rapport and establish new relationships
- Position yourself as a top expert in your field
- Write effective, attention grabbing copy
- Tell clients about your upcoming news



Local Business Community

- Submit your business profile to search engines
 - i.e. Google Places, Yahoo!, Bing
- Follow location based hashtags on Twitter for community information and updates on events
- Attend local networking events
- Offer your services to a local non-profit



The background of the slide is a vibrant green color. It features several white, abstract, flowing lines that create a sense of movement and depth. In the lower right quadrant, there are three small, white, starburst or snowflake-like patterns. The overall aesthetic is clean, modern, and professional.

Online Auditioning Strategies

Slating

- Slating your name is part of the auditioning process
- Read your name aloud prior to performing the copy
- Helps clients organize their auditions
- Be creative but be mindful of the project details



Create a Custom Audition

- If a client uploads a script, create a custom audition
- Custom auditions help with the decision making process
- Follow the project requirements and artistic direction
- Only record 15-30 seconds of the sample script



Write a Good Proposal

Hello (Client Name),

Thank you for reviewing my audition submission. I've had over X years of experience recording (type of recording). Some of my past (type of recording) clients include Company 1, Company 2 and Company 3.

I'd be interested in working with you on your project and I can have your recording done in less than 24 hours. If you are also interested in working with me please click the Award job button to get started.

Warmest Regards,

(Your Name)



Words of Encouragement

- Quoting accurately will increase the likelihood of landing more work at Voices.com
- Client understand the process and have told us they prefer to use SurePay rather than arranging for payment by another means
- Be featured on the **Recently Hired List** to build up feedback ratings and reviews that are displayed in the search engine

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What's New at Voices.com

New Features

- New Icons: Mail Box, Check Mark and Thumbs Up
- Action Menu: Ask a question or send a Thank You
- Like Button: Shortlisting feature for clients
- Voices.com Mobile Website
 - <http://m.voices.com/>



Like Drop Down Menu

VoiceMatch

- Voice Match is our “Recommendation Engine”
- Maximize your VoiceMatch score
- Improve your profile completeness percentage
- Add new demos to your profile and tag strategically

VoiceMatch[®]

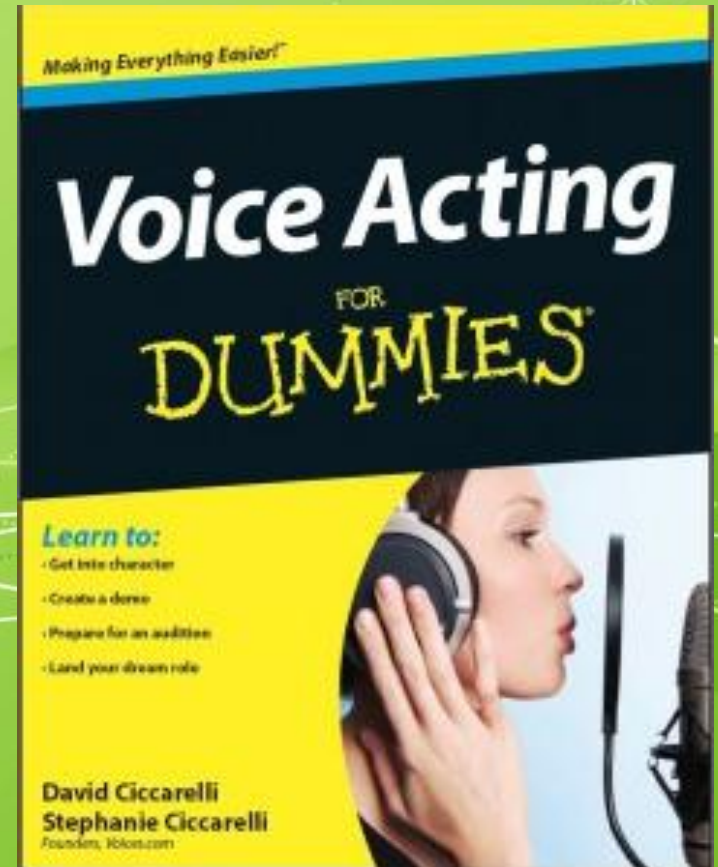
Voice Acting for Dummies

Authors:

David & Stephanie Ciccarelli

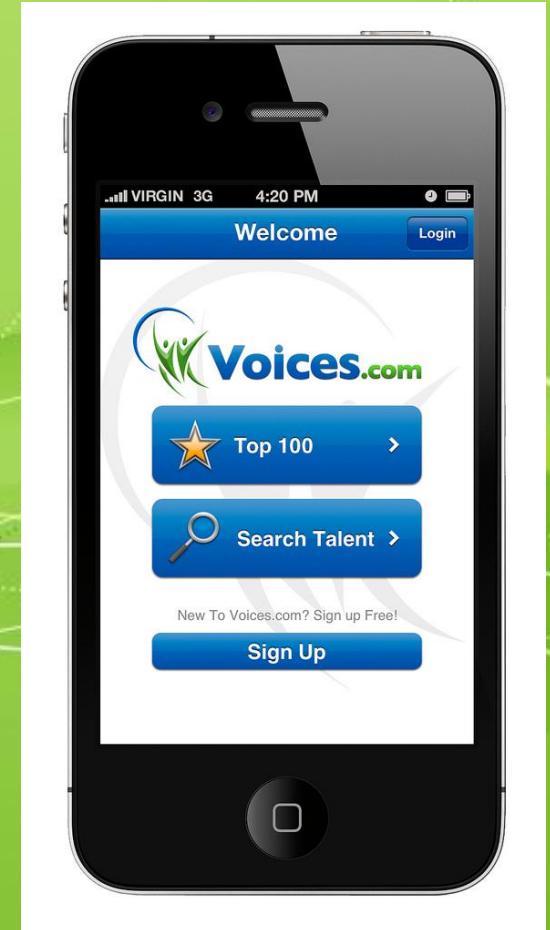
Available December 2012,
wherever books and eBooks
are sold.

Learn more at our booth!



Voices.com iPhone App

- Search the Voices.com database
- Post your job anytime, anywhere
- Review auditions from your iPhone
- Record custom auditions
- Access your inbox, jobs and profile



Download the Voices.com iPhone App




Coming Soon...

We will be working on developing an app for Android mobile devices within the year

The Voices.com App is currently available on the iPhone, iPad and iPod Touch





Q & A

Stephanie & Ashley

Voices.com Video Shoot

Friday June 15th
12-2pm

Columbia Meeting Room
in The Frontier Tower

ashley@voices.com



The screenshot shows a YouTube video player interface. At the top, the video title is "How Many Voiceovers Are Heard in a Day?". Below the title, it indicates the channel is "voicesdotcom", the user is "Subscribed", and there are "58 videos". The video thumbnail features a man in a light blue shirt, Mark Morrison, with the text "Voices.com We say it for you" and "Find the World's Best Voice Talents." overlaid. Below the video frame, the name "Mark Morrison" and his title "VP, Partner Relations Bark Communications" are displayed. The video player controls at the bottom show a progress bar at 0:08 / 1:29, and interaction buttons for "Like", "Add to", "Share", and "Flag". The view count "12,147" is shown in the bottom right corner.

Contact Us

Have a question?

1-888-359-3472

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