



The Girl in the Red Coat

By Julie Williams

In the movie Schindler's List, scenes were shot in black and white. And the audience got used to that. But do you remember the girl in the red coat? Amidst the dreary black and white—your eyes were immediately drawn to the girl in the red coat, right? BE the girl in the red coat.

When a prospect is listening to dozens of demos or auditions, they all begin to sound black and white. But if you add an additional dimension to your read—through your own unique style (the style that is YOU and not just a nice generic, "anybody coulda done it" read,) —the ear will gravitate toward you.

Even if there are a couple of other competitors who have savvy enough to be in color, your odds are one in three, perhaps, to land the job. Then it comes down to—not who is the best talent, but who is the "right" talent for the job. In this way, you have no competition. There may be many voices—but there is only one you.

Who is the right talent? It may be the one who sounds like the voice in the clients head when he approved the copy. Or the style that makes him think, "Wow, I never thought of it that way."

We'll discuss how to find your personal style in a future article in the VoiceOver Insider. Meantime, let me leave you with this final thought. We can't presume to predict what is in the minds of those who cast VO jobs. We can only know that if we do the copy well (as so many will) the one who will stand out is the one in the red coat.

A coaching card for Julie Williams. The top half has a light purple background with the name "Julie Williams" in a large, purple, serif font. Below the name, in a smaller, purple, sans-serif font, is "VoiceOver Storyteller, Audiobook Narrator: Audie Finalist". The bottom half has a light blue background. On the left, there is a bulleted list of services: "Commercials", "Infomercials", "eLearning", "Narration", "Audiobooks", "Phone Systems", and "and other VO's". A note in parentheses says "(including extremely difficult technical and medical)". Below the list is a "Mission Statement" in a small, purple font: "To honor God by ensuring all of my clients and students get more out of our relationship than I do." On the right side, there is a cartoon illustration of Julie Williams, a blonde woman wearing a pink cap, a pink jacket, and purple pants, pointing towards a green chalkboard. The chalkboard has "COACH JULIE" written on it in yellow chalk, along with some diagrams and symbols. Below the illustration, the website "JulieWilliamsCoaches.com" and email "julie@voice-overs.com" are listed in a purple font.