

Find Your Passion, Find Your Niche!

By Joe Loesch

You're becoming a Voice Actor and now you're wondering what is it within your voice work that sparks your soul? You can't seem to get a handle on what it is that really lights your fire. You want to make a good decision as to the type and scope your reads should be. So, you must first find your niche. A niche is your special slice of your voice over business pie. It's your little area of expertise.



**FIND
YOUR
PASSION**

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@ VOICE 2014

What: Find Your Passion, Find Your Niche
Who: Joe Loesch - Spoken Word Producer
Where: VOICE 2014 - San Simeon Room
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Visit - JoeLoesch.com

For example, a video production company normally offers video services of every variety, and that's the whole video production pie. However, a business that specializes in documentaries, is specializing in a specific

piece of that pie. That's their area of expertise. The niche becomes narrowed by offering a limited specialty service, such as music videos. This service is normally part of the video production company's broader niche. Specializing in a limited area is a narrower niche. This type of specialty niche commands higher prices for its services and products.

Ok, now your wondering that since you're not an expert, what would be your niche? You are probably more of an expert than you have ever given yourself credit for! Take an inventory of yourself. Write on paper the answers to the following questions:

1. What are my interests/hobbies?

2. What am I truly passionate about?

3. What are my special skills?

4. What is my work experience

5. What am I really good at?



Jill Melody - Voice Actor

As I look back on my life, it's easy to see what my interests were. My character voice experience came in handy when I was working as the sound engineer for a cartoon series that would soon appear on the Disney channel. Today I'm passionate about character voice acting... my niche!

Discovering what you're really good at is a reward for life's training!

- **1**
List 10 things you already know how to do. *Consider any skills, interests, knowledge or natural aptitude you possess. Check mark any of these which you also really enjoy doing. You need to be good at something but you must have a passion for it as well if you're going to call it your niche.*
- **2**
Think of life as a small business in which you need to market by adding any helpful training to your current skills. *For example, if you've always had a knack for cooking and would love to have your own restaurant, you may wish to become a master chef first to give yourself more credibility.*
- **3**
Choose two items from your list of 10. *Base your actions around those two items. Stay organized and focused as you work through what you have and what you'll need. The saying, "Plan your work and work your plan" is most appropriate when you're trying to narrow down the field that's begging for your attention.*
- **4**
Consider the services of a life coach. *They can help you identify your strengths, offer resources and generally keep you on track.*

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