



BEING BELIEVEABLE

- Rehearse, rehearse, rehearse. The more you internalize your part, the easier the copy will flow and become part of you.
- Punctuate with pauses, changes in pace and of inflection, dynamics, emotional attitude, vocalized sounds, non-verbal utterances and other subtleties.
- Allow scripted punctuation marks to guide you, but don't take them literally if they don't feel right.
- Allow the lines of a script to flow into one another as they would if you were telling a story to another person, not reading it. In other words, make your performance conversational.
- "Lift" your lines instead of reading them, i.e., look at the line, then say it, looking at the director or engineer.
- Add your personal spin to make the copy your own.
- Don't become so focused on your character that you lose sight of the whole story.
- Don't exaggerate your character's attitude, speech patterns, or other characteristics, unless the script specifically calls for an extreme characterization.
- Speak your lines to only one person, real or imagined, expecting that they'll respond. Pretend you're speaking to your best friend or close relative.
- Underplay, rather than overplay. Louder isn't better. When in doubt, pull back, speak softer and be more natural. Remember, less is more.
- Keep your body posture in a stance consistent with the character you've decided on.
- Don't read! Talk *to* the audience, not *at* them. Enunciate, but be careful not to overenunciate.
- Find the cadence of the copy.
- Speak as quickly as you would if you were talking to someone and speak as you would in a real conversation, what I call "conversational speed."
- Ad lib where appropriate.
- Give yourself a realistic lead-in to the front of the copy.
- Stay in the moment. Pick up cues. React to other performers (if there are any), and don't allow any air between your line and theirs, except when it makes sense to pause.
- Understand the message in the commercial, your character's role in it, and your relationship to other characters.
- If you're going for a "real person" character, keep your delivery flatter and thrown away.
- Keep your brain-eye-mouth coordination working on all cylinders.
- If the copy has short sentences, memorize each line and deliver them without looking at the page.



MARC CASHMAN is one of the few voice-actors in the U.S. who is on “both sides of the glass”—as a Clio-winning Radio and TV commercial copywriter, producer and casting director, and as a working voice actor.

A veteran voice actor with over 25 years of studio experience, Marc has been heard locally, regionally, nationally and internationally, voicing thousands of Radio and TV commercials, dubbing foreign films, narrating dozens of audio books, and creating the voices of many CD-Rom, online and videogame characters. In just the past three years, Marc has won the *Listen Up!* Award from Publishers Weekly, two *AudioFile Earphones* awards, and was named as one of the “*Best Voices of the Year*” by *AudioFile Magazine* in 2008. Marc is currently represented by the Osbrink Agency in Los Angeles, California, plus many other local talent agencies around the country. He brings a high level of professionalism, humor, energy and creativity to every voice acting session.

As Creative Director of Cashman Commercials, he creates, casts and produces copy and music advertising for radio and television clients such as Kroger, Charles Schwab, Quizno's, Pella Windows and Pabst Blue Ribbon Beer among many, many others. Over the past twenty years, Marc has won over 150 local, regional, national and international advertising awards, which include the ADDY, IBA, SUNNY (So. California Broadcasters), INTERNATIONAL RADIO FESTIVAL OF NY, SILVER MICROPHONE, LOS ANGELES BELDING, LONDON INT'L ADVERTISING, and the prestigious CLIO, on behalf of hundreds of ad agencies and clients across the country.

In addition to his production schedule, he instructs voice acting of all levels through his classes, *The Cashman Cache of Voice-Acting Techniques* in Los Angeles, CA, coaches One-on-One via telephone and the Internet and produces V-O demos. He also has a monthly online column with [Voices.com](#), [VoiceOverXtra.com](#) and [NowCasting.com](#): *Ask the VoiceCat*.

Marc is also a guest speaker at dozens of Advertising Clubs and Broadcasters Associations throughout the U.S. and other countries, and was a Keynote speaker and Master Class instructor at the VOICE 2008 convention in Los Angeles. A Google search reveals over four pages of information on his accomplishments. Listed in [Who's Who in California](#), he's been interviewed in many trade magazines and newspapers and on

numerous radio and television programs. He can be contacted at 661-222-9300, via email at cashcomm@earthlink.net or his website, www.cashmancommercials.com.