



## Introduction to Cigma Media

### **AN IDEA IS BORN:**

Thank you for being a Cigma Media Associate Producer. I designed Cigma Media for the purpose of creating win-win-win situations for our clients, the voiceover community and, of course, for my business.

The idea came from a realization that, as voice actors, our primary marketing efforts are pretty much single-sided. We all know that some people in voiceover also work as actors on-camera or on stage, and some might have additional skill sets with recording and editing. But, for the most part, voiceover talent market and promote themselves only as... you guessed it... voiceover talent.

That's it!

When contacting prospects by phone, letter, email, or social networking, that often makes for a very short conversation.

So, that got me thinking. What if I could create something for voiceover talent that would give them something more to talk about than just their voiceover work? And what if that "something" could also result in more VO work for them while, at the same time, giving business owners "something" that would truly benefit them and bring in more customers.

That inspiration of an idea has developed into Cigma Media – "Putting the Magic of Media to Work for Business."

If you've read the bio in my book, "The Art of Voice Acting," you know that I come from a background in live performing as a magician, and a 25-year career with NBC as a director and audio producer after working in Hollywood as a studio recording engineer. You may also know that I received 11 Emmy® Awards during those 25 years in television and that I've been doing audio production since I was 12 years old. In fact, I even had a production company as a side business during my time with NBC.

You may also know me as a Co-Executive Producer of the VOICE conventions with my partner, Penny Abshire. I'll let you in on a secret... one of the reasons our VOICE conventions were so successful is because I produced them as if they were a television show. Through the VOICE conventions, Penny and I have made some wonderful life-long friends and we've gained an excellent reputation for the quality of our events.

With Cigma Media, I'm pulling together my diverse background and experience in audio and video production, producing, directing, staging, and voiceover. Listen to my audio work, watch the videos I've produced and edited, or just read my book and you'll have a very good idea of my standards for quality. Combine that with the talents of you, our Associate Producers, and I think we've got a winning concept.

### **I'M HERE TO SUPPORT YOU:**

Now, I'm fully aware that many of you who have signed up as an Associate Producer know very little about video. But that's OK, because I do, and I'm giving you a ton of support materials that will help you learn enough about online video so you can have an intelligent conversation with a business owner.

I'll also be producing some training videos and holding video conference calls from time to time that will cover many aspects of what you can do to market your voiceover work as a Cigma Media AP. You'll have access to these support materials through your VoiceActing account as they become available.

The files you've downloaded are part of your support materials. I'm not expecting you to become an expert on video production (unless that's something that you want to do), so the support materials you have in this manual are fairly basic. But they do cover the essential information you need to know. And, of course, if something comes up that you can't answer, I'll be more than happy to answer your questions or speak to your prospective client.

I do have a few simple requests for contacting me:

1. Only call during business hours of 10am to 5pm M-F, Pacific Time.
2. For urgent questions only, please call 858.484.0220
3. For general Cigma Media business, project submissions, and help answering questions from your prospects, please call 858.324.4121.
4. Please do NOT text – I don't reply to texts.
5. Email me any time at [info@cigmamedia.com](mailto:info@cigmamedia.com)

When calling, you may be asked to leave a voice mail. If so, please be sure you include your Affiliate ID number, along with your return phone number, name and purpose of your call. I generally return calls within a few hours, except on weekends and holidays.

### **SUPPORT MATERIALS:**

The PDF files you've downloaded are chock full of useful information that you can use to promote Cigma Media and your own VO work. These are for you to use. As you read through the materials, you'll notice that some of the marketing support materials are intended for your use, rather than for you to distribute to your prospects. However, you'll

find other documents that you might want to copy or send as a PDF file to a prospect. How you put these documents to use is up to you.

One thing I would recommend, however, is that you print everything out and put it all in a binder for future reference.

Please read everything! There's a LOT of important information here and it's not a difficult read.

If you want to be part of our website "Actors" talent roster, please be sure to record our script and send the file to me at your earliest convenience.

Also, be sure to send your email forwarding address and the name you want for your personalized @cigmamedia.com email address.

One really cool thing about being a Cigma Media AP is that you really don't have to change what you are doing to market yourself – and you now have an arsenal of tools you can offer your prospects in addition to your voiceover services.

OK. With that said, I'd like to officially welcome you as a Cigma Media Associate Producer.

I look forward to working with you.



James R. Alburger  
Executive Producer, Cigma Media