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How to Market & Promote Cigma Media And Your Voiceover Services

IMPORTANT NOTE:

There's a LOT of information in this document that can help you with marketing just about any type of business. Please feel free to adapt anything you learn here to marketing your voiceover business as well as Cigma Media. You should also know that clicking on some of the links in this document will take you to sites where I am an affiliate, and the if you purchase a service or product from these sites, I will make a commission.

ONE OF YOUR BIGGEST CHALLENGES AS A VOICE TALENT:

As someone entering the voiceover business, from the moment you establish yourself as a professional voice actor (or voice talent), all of your marketing efforts typically become focused on promoting a single aspect of what you do: your voiceover performing.

Subscriptions to on-line audition services and agent representation are certainly viable approaches to obtaining voiceover work, but these do not generally fall in the realm of marketing. These will often be revenue sources that are secondary to your own direct marketing and promotion efforts.

Of course, you may very well have the skills and talent to provide other services, but in terms of voiceover, your direct marketing most likely includes contacting production companies and businesses that might have a need for you as a voice actor. If you've been in voiceover for any length of time, you know how challenging and frustrating this can be. Unless you have the know-how, technical capability, and position yourself to provide other services to your clients in addition to voiceover, your marketing will, by design, be very limited.

YOU'RE A CIGMA MEDIA AFFILIATE:

One of the benefits of being a Cigma Media affiliate is that you now, no longer need to market yourself only as a voice talent. As one of our affiliates, you have instantly become an Associate Producer with our Cigma Media video marketing agency and production company. This instantly raises your credibility and give you a lot more to talk about with your prospects. Now, instead of promoting only your voiceover work, as a Cigma Media Associate Producer, you are able to market video and audio production services with you as the voice talent, as well as many other aspects of advertising and marketing that are all designed to help your clients bring in more business.



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And, as you already know... the best part is that your Cigma Media/VoiceActing, LLC affiliation doesn't cost you a dime! Your only cost as an affiliate will be the time you are already spending promoting what you do and perhaps some minor printing costs should you choose to print business cards or any of the optional materials we provide as marketing tools.

Even better... as one of our Associate Producers, you can not only create more opportunities for voiceover work, but you can also earn a commission on projects you bring in.

CONTACT INFO: CIGMA MEDIA VS. YOUR VOICEOVER WORK:

Since you are already marketing yourself as a professional voice talent, you might want to keep your Cigma Media contact information separate from your other marketing – or, you might want to keep everything together. The choice is yours.

Should you choose to use separate Cigma Media contact information... we've got you covered:

- **Email:** Send us the email address you would like us to forward to, along with your preferred email prefix (the part before the @) and we'll create a **yourname@cigmamedia.com** email address. This is strictly a forwarding address with all email routed directly to you. We do not receive any of your forwarded email.
- **Phone:** If you have a Gmail address, you can get a free Google Voice phone number at www.google.com/voice. If you don't have a Google account, you set one up at www.google.com. a Google Voice phone number can be set to ring on one or more phones of your choice. When someone calls, you'll hear their name announced and you will have the option of a) taking the call by pressing "1", b) sending the call to voicemail by pressing "2", or listening to the caller's message by simply staying on the line. Voicemail messages are automatically transcribed and sent to your Gmail account. You can easily access your Google Voicemail by calling your number from an authorized phone. For more on how to set up and use Google Voice, just do a Google search for "How to use Google Voice."

A SHORT COURSE IN MARKETING:

The purpose of this manual is to give you some guidance on how to market yourself as an Associate Producer with Cigma Media as well as to provide some basic information on sales and marketing. Even though the focus here is on Cigma Media, please feel free to use these concepts to market anything and everything you do – including your voiceover work. Also, keep in mind that marketing strategies need to be tested. What works for one product or service might not work for another.

The last few pages of this manual include some additional resources. [HERE](#), you'll find a list of business niche areas that are ripe for video marketing. And [HERE](#) you'll find several resources



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that you can use to learn more about marketing and get ideas that will help you as you market to prospective voiceover and Cigma Media clients.

DEDICATE SOME TIME:

Marketing is one of those necessary evils that goes along with being in business. If you don't market, you won't have any business... it's that simple.

You really should get in the habit of doing something every day to keep moving forward. We recommend dedicating at least an hour or two each day solely to the task of marketing your business. This could be the process of acquiring contact information and email addresses, or it could be the process of writing your email and sending it to your prospect list. Or, as much as you might dislike it, it could be time you spend on the phone making calls to prospects or former clients – or keeping things on track with new clients.

Set a specific time each day for your marketing. Studies show that when you book the time on your calendar for marketing and research, that block of time is more likely to be treated like any other scheduled activity. Your scheduled marketing time block becomes "locked in" or "non-negotiable" and you schedule your other activities around it. Just as the time blocked for a doctor's appointment is non-negotiable, so should be the time you block for your marketing.

Mark LeBlanc of www.smallbusinesssuccess.com recommends doing three things each day before noon that will advance your business. When you get yourself into the habit of doing this, you'll find that your business will run much smoother and you will have a more consistent income stream. I highly recommend his book "Growing Your Business," available through his website.

YOU ARE AN INTERNET MARKETER:

One of the first things you need to understand is this: If you have a website, use an email account, use social media, or use the Internet in any way to market or promote your business... you are an Internet Marketer. And, if you don't understand some of the basics of Internet Marketing, your business will suffer.

I'm going to assume that you have little or no experience in marketing – and for many of you reading this, I'll be wrong. But that's OK because, even if you have many years of experience, you might see something here that reminds you of a process or strategy, or that gives you a new idea.

If you don't have any business or marketing experience, I strongly suggest that you invest in Maxine Dunn's on-line course [**Voice-Over Marketing Made Easy**](#). Your investment in this self-guided course will repay itself many times over. [**You can get more information and order Maxine's course HERE.**](#)



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And if you're looking for an intensive 6-week course that will really take your business to new heights, I highly recommend Jonathan Tilley's [League of List Builders](#).

There are also lots of great books, audio books and training for sales and marketing. This manual will only scratch the surface, but it will give you enough to get started.

So, let's get started...

Please keep this in mind at all times: When researching prospects, those most likely to do business with you will be businesses that are already advertising. These businesses have an advertising budget in place and are almost always looking for new ways to market and promote their business. An added benefit of working with business that are already advertising is that you don't need to educate them – they already know the benefits of advertising, and it's a much simpler task to help them identify and help fill their current marketing needs.

There are eight basic methods and four basic stages to market yourself and Cigma Media.

Basic marketing methods:

1. [Personal contact & networking](#)
2. [Cold calling](#)
3. [On-line Prospecting](#) – [Building a contact list](#)
4. [Email](#)
 - a. [Sending Email Campaigns](#)
5. [Website](#)
6. [Direct mail](#)
7. [Social media](#)
8. [Broadcast and other media](#)

Basic marketing stages:

1. [Contact](#)
2. [Follow-up](#)
3. [Negotiation](#) (may or may not apply)
4. [Closing the sale](#)
 - a. [How Customers Purchase from Us](#)

All marketing methods will utilize at least three of the four marketing stages.

One important aspect of your marketing will be keeping track of your contacts and conversations. There are literally dozens of techniques and contact management software for doing this. One of the simplest is to use an Excel spreadsheet to keep track of the essential information. By using a spreadsheet, it will be a simple task to import your data into other software should you choose to upgrade later on.



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We've created a simple Excel spreadsheet that you can use to keep track of your prospect's contact information. You'll find it in your VoiceActing Account under your Affiliate item.

THE EIGHT BASIC METHODS OF MARKETING (And... yes, there are more than these!)

#1 – PERSONAL CONTACT & NETWORKING:

Obviously, personal contact is the most effective since you will be able to immediately answer any questions during your conversation. If you already have a relationship with a business, you might mention that you are now working with a company that produces very affordable commercials for small businesses... and that you are also a voice actor.

Another way to market person-to-person is through various networking groups and meet-ups. These can be a good place to meet small business owners who might be interested in your services but you want to be careful that you don't come across as being too pushy or "salesy."

A browser search for "networking events [your city]" will bring up some possible opportunities. Some networking events are free – some are fee based, and not all networking events will be appropriate for marketing your services. Be selective with the events you attend.

#2 – COLD CALLING:

Cold calling can be challenging, but this is often the only way to get some essential information (like an email address or contact name). When you call a business "out-of-the-blue", one of the biggest challenges is getting past the gate keeper to talk to a decision maker. You will have better success with your first call if you are not perceived as "just another sales person."

One way to do this is to not try to talk to anyone specific on that first call. Instead, your first call is simply to ask for the company's general email address. A simple "Hi... I'm wondering if you could give me your general email address?" You'll probably be asked why you want their email address, at which point you should be honest and straight-forward. Your answer should be something like: "I work with Cigma Media, a local video marketing agency that specializes in affordable commercials for small business."

Notice that you are not trying to sell anything or even get the name of a person to talk to. Your answer may inspire more questions, open a short conversation, or even get you the name of the person you will ultimately need to talk to. You do not want to take up a lot of time on this first call, but if the opportunity arises to ask for the name of someone in charge of advertising or marketing, it will be helpful to get their name – and even a direct email address if there is one.



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The idea here is to simply obtain an email address (and, ideally, a name too) that you can add to your list for future correspondence. If all you get is an email address, that's fine for now. Use discretion and always be friendly when talking to the gate keeper. Most important, do NOT sound like you are working from a script. The more personable and friendly you can be, the better... and the more likely you will get more information that you intended. Whenever possible, you want to have the gate keeper as your friend.

HOW TO FIND PROSPECTS ON-LINE:

Finding prospects is only the first part of marketing. Personal networking and cold calling are just two methods of identifying prospects. On-line prospecting is another way to locate prospects.

Once prospects are identified, additional steps include contacting those prospects and following up to ultimately lead to a close. When a prospect has expressed interest in what you have to offer, there may be multiple conversations and follow-ups before a decision is made to purchase. Should your prospect ultimately choose to not purchase from you, there are a variety of options available to attempt to "turn" the customer and ultimately close the sale. However, those techniques are best left for more advanced sales courses.

Let's start with various ways to locate prospects on-line:

#3 – WEBSITE LISTINGS:

There are many ways to acquire, or capture email addresses. One of these is to use websites like www.Yellowpages.com and wwwYelp.com. Searching sites like these is, of course, free – but the trade-off is that it will likely take you some time to gather email addresses.

Start by entering the niche you want to search in the first field and the locale in the "near" field. A list of all listed businesses in that niche will now appear. The first thing to look for is a little yellow box at the lower right of a listing that says "Ad". This box means that the business has paid for advertising to be listed first on the page. These businesses have an advertising budget and will make better prospects than those that are not advertising. But you'll notice that only the basic phone and address are included in the main listing. You'll need to do some digging to find an email address.

Each listing includes several click-through links, including Website, Directions and More Info. Click on the "More Info" link and, many times, there will be a link for "email address," but sometimes not. If there IS an email address, Right Click on the link and select "copy email address," then paste the address into your prospecting form or spreadsheet. If there is no email address, you will need to either go to their website to see if there is an email address there, or call them to get their email address.



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When navigating through the site, use your browser's back button to step back to a previous page, or when clicking on links, use a "right click" to open in a new tab. Opening each link in a new tab will keep your original search page open.

AUTOMATING THE PROCESS:

There are many programs available that will scrape YellowPages.com and other listing services for email addresses. Google search for "yellow pages email scraper" to find these. Some include scrapers for a variety of listing sources including Yahoo, Yelp, and more.

An email scraper basically scans websites looking for an active email address that meets certain criteria, but it does nothing to verify the address.

If you are a bit "geeky", you might be interested to know that Google Chrome actually has a scraper extension for YellowPages.com. Here's a short tutorial on how to use it: <http://scraping.pro/how-to-scrape-yellow-pages-with-screenscraper-chrome-extension/>. Using this extension won't be for everyone as the process has many steps and requires some knowledge of web page structure.

There are other programs that are not as specific as "scrapers". If you would prefer to automate the process on a broader scale, there are a number of software programs that will "spider" the Internet and extract email addresses from websites. The free versions of these programs either work very slowly or have one or more important features turned off, like the ability to export the found addresses. If you'd like to do your own search for these, just do a Google search for "email extractor" or "lead generator".

I've researched several email extraction programs and have chosen to use [Atomic Email Hunter](http://www.massmailsoftware.com/) as our preferred email extractor. The free trial version will allow you to really see how it works, but you won't be able to verify or export the found email addresses. The paid version is fully functional: <http://www.massmailsoftware.com/>

If you choose to purchase this software, you need to know the trick to getting their 20% off coupon. After getting to the order page (the page with your total price), just exit that page. On exiting, you'll get a pop-up with a 20% off coupon offer. Click the OK button in the pop-up and the check-out page will reappear with 20% discounted off the regular price. At the time we purchased Atomic Email Hunter, the list price was \$77.33 before the discount. I recommend downloading the free trial version first to see if you like the program.

There are two other aspects to Atomic Email Hunter that are optional add-ons: The first is an email verification software that confirms the validity of the email addresses found during a search. This can be valuable in that it will minimize the number of bounced email. The second is a service for delivering mass email. I'll discuss how to use the addresses you capture in the



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next section on Email Marketing. This option can be very helpful if you will be sending out more than a few dozen emails at a time, or if you are not subscribed to a mass-email service.

If you choose to purchase Atomic Email, I suggest you also purchase the email verifier and email sender. On the other hand, if you would like us to take care of your email searches, we can do that. Please click [HERE](#) for details on our [Lead Finder Service](#).

Business websites will usually have one of three methods for contacting the business. The first is to have an actual, active link email address listed on the site. The second is a Contact Webform, which is not an effective way for you to reach your prospect. And the third is a modified email address that will often look like: “info @ business.com” or “info (at) business.com” (with spaces on either side of the “@” symbol. By inserting spaces in the email address, or replacing the @ symbol with “at,” the email address mailto: hyperlink is effectively disabled and will not be picked up with spider software. With a modified address, you’ll need to translate the address to a valid email address: info@business.com.

If the website only has a webform, you may need to phone the business and ask for their general email address – or simply not contact that site. Please don’t put a marketing query in a contact web form. That’s just bad form (no pun intended) and it usually won’t get you anywhere.

#4 – EMAIL MARKETING:

BUILDING YOUR CONTACT LIST:

The first thing we want you to know is that your contact list is your contact list. We do not expect you to share your contacts with us. However, in order for us to properly allocate commissions due for production services that are booked, we will need to know who you have contacted.

The second thing you need to know is that acquiring email addresses is one thing... safely sending out bulk email campaigns is another! I’ll cover that in a minute. But first...

When you are promoting Cigma Media and our production services, you will be driving those prospects to our website at www.CigmaMedia.com to learn more about our services. Once on our website, prospects are encouraged to receive more information and get a free eBook by completing our email subscription form.

An email subscription puts the prospect on our email list, but not in our client database – that only happens when they make a purchase. Their initial sign-up starts a series of email auto-responders, each of which is designed to provide additional information and ultimately guide the prospect toward purchasing from us. This series of follow-ups is referred to as a “sales funnel” and is a common Internet Marketing technique. A prospect is free to visit our website and purchase at any time.



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When a prospect visits our site by clicking on your Affiliate Link and purchases something from our site, that purchase is tracked and associated with you, and you receive a commission on that purchase. I'll explain how the tracking process for purchases works later in this manual.

Email marketing is one of the simplest methods to reach out to prospects, although capturing the email addresses can be somewhat time consuming if you are doing a manual search through YellowPages, Yelp or some other listing service. We find the cost of automated email extraction software to be well worth the investment.

There are two basic approaches to email marketing:

- 1) Targeted marketing, in which you send an email to specific businesses that you identify as being able to benefit from video (use listing services like YellowPages for this approach), and
- 2) Shotgun marketing; an approach with which you contact a large number of potential prospects with the hope of receiving a percentage of interest. The automated email extractors work well for shotgunning as it is largely a numbers game.

Regardless of the approach you take, the first step is to send out an email introducing yourself and what you have to offer. Actually, the first step is to create your introductory email – but we've already done that for you.

Generally, you will be more successful if you focus on a specific niche, rather than trying to reach out to more than one business category at a time. One day, you might target hair salons, another day you might target dentists. You get the idea. The last page of this document has a list of common business niche categories.

The example email below can be used as a template for just about any niche business category. This one is for chiropractors. Please be sure to change the market to the appropriate type of business.

Hello NAME (personalize when possible),

I saw your ad on YellowPages.com and I wanted to reach out to you. [ALTERNATE: I found your website and I wanted to reach out to you.] I know you are very busy so I will get straight to the point.

I work as a staff voice actor with Cigma Media, a local marketing agency that specializes in creating custom video commercials for chiropractors that are affordable, and very effective at helping to grow your business.

Our videos are very compelling, and designed to get results for your company.



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We use a special animation technique that allows us to create commercials for you quickly, that are affordable, and very good at getting results for the businesses they serve.

I would love to share some samples with you. You can learn more about our video commercials by clicking [HERE](#):

(NOTE: Create a hyperlink on the word “HERE” using your AFFILIATE LINK. If you post the direct link in the email, I’d suggest using a bit.ly or tinyurl.com shortened link.)

Have a great day,

EMAIL SIGNATURE

You want to keep your initial email short and to the point. The purpose of the initial email is NOT to sell anything. You only want to pique the prospects interest with an invitation to visit our website to learn more, and of course, sign up for our email list.

For your own marketing, you can offer something for free when visitors sign up for your email list. It could be a PDF file with useful marketing or advertising tips. Or, perhaps a list of the top 12 reasons why a professional voice actor will make a difference. On our Cigma Media website, we offer a free “Report” showing 50 ways that using video can bring in more customers. In addition to the free, downloadable report, subscribers automatically receive a series of follow-up emails, each with more information and a link to another video. The first follow-up email is sent immediately after the visitor clicks on the “submit” button.

SENDING EMAIL CAMPAIGNS:

As I mentioned earlier, capturing email addresses and prospect information is one thing... sending out your email campaign is another.

If you’ve done any sort of email marketing you most likely know that there are set limitations on the number of emails that can be sent out during a given period of time. For example, GMAIL has a limit of a total of 99 addresses in the To, CC, and BCC fields of a single email and a maximum count of 10,000 total email addresses sent to per day. That can be a real problem when you need to send out a lot of emails.

If you try to send a large quantity of email out through your web server, you can run into other issues. All hosting companies have a limitation on the number of emails that can be sent out in a day. For example, Godaddy has a daily limit of 250 email addresses sent from any given address in your site’s email account. So, you can actually send out only 1,000 emails in a day, provided you use four different reply addresses. Yeah... confusing and time consuming. Not a



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good way to do email marketing. But that's not the worst of it! If enough people on your list decide that your email is SPAM, your website can be black-listed. And that could mean your website might be down for up to 7 days. Not only is that not fun, but it can be very confusing and frustrating if you don't know what's going on.

This is why white-list services like Constant Contact, Mail Chimp, Aweber and MailerLite came into existence. We use www.MailerLite.com as our preferred email service. At the time of this writing, the cost is only \$99/year for a list of up to 10,000 contacts and unlimited sends. If your list is fairly small, MailerLite (and most other email services) offer a free option that has limited capabilities and is branded with their logo. This free option could be the way to go check out the service or until you need to upgrade to either more services or to accommodate a larger list.

All white-list services give you a way to import and export email address. Most of them will need you to confirm that the email addresses you send to are "opt-in". In other words, that the owner of the address has given you permission to contact them. If you are using an automated email extractor, you obviously have not obtained permission to contact those addresses. So, if you use a white-list service to send to those addresses, you will probably only want to keep that list active for a single email campaign and then delete that group from your service.

Another way to send out email is to use software like the Atomic Email Sender, which essentially makes your computer an email server.

Regardless of how you send your email campaigns, you definitely want to comply with the Anti-Spam laws. To comply, all you need to do is include a statement or link at the end of your email that gives the recipient an opportunity to "opt-out." If you use an email service, that opt-out link will be automatically inserted in each email. If you are sending out your own emails or using software like Atomic Email Sender, you'll want to include a phrase like "To be removed from our list, please reply to this email with the word 'REMOVE' in the body of your email." When you receive opt-out replies, you will need to manually remove those email addresses from your list. The white list services automatically remove the unsubscribe request address

#5 – WEBSITE MARKETING:

As a voice actor, you most likely have a website promoting your voiceover services. If you are like most voice talent, your website serves as your on-line portfolio and is simply a destination to which you drive prospects for the purpose of learning more about you and listening to your demos in the hope that the visitor will like what they see and hear enough to book you. If you are a bit more sophisticated, you might have a blog or cross-promote to other services you provide.

As a Cigma Media Affiliate, we do NOT require that you mention or promote your affiliation on your website. In fact, we don't even encourage you to do that. Your website is intended to promote YOU, not us. Any cross-promotion links on your dedicated voiceover site may serve



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to dilute the effectiveness of your website. However, should you choose to do so, we can provide you with either box or banner graphics that can be placed on your site.

This is important: If you do choose to promote your Cigma Media affiliation on your website or in your email signature, please be sure to use your full VoiceActing Affiliate Link URL to link the graphic image and/or text to us. **Using your affiliate link is the only way we can accurately track those prospects you send to our site.** [CLICK HERE](#) to learn how our Affiliate system works (later in this document).

#6 – DIRECT MAIL:

Direct mail is a proven method of advertising to a mass audience. We – and you – serve a relatively small, niche market. Although there are literally thousands of small businesses that need, and can use, video to effectively market their products and services, direct mail is NOT an effective way to reach them – at least not for us.

Direct mail requires very specialized print materials design, printing, mailing list rental, and postage. In short, direct mail can be very expensive. One of your goals should be to market as effectively as possible with as little expense as possible.

There are many other ways to promote yourself that are far more effective than direct mail.

#7 – SOCIAL MEDIA:

If you are on Facebook, Linked-in, Twitter or use any other Social Media on a regular basis, you may find these to be an excellent method for reaching out to new prospects. Many Social Media groups have restrictions on advertising, so you may find that you need to use discretion when posting anything that might be seen as marketing or promoting your business or services.

If you spend a lot of time on Social Media sites, please keep in mind that most of your social networking groups will not be the best place for you to promote your Cigma Media affiliation. For example, voiceover talent who are marketing their own services are not going to be viable prospects for your services or those of Cigma Media. On the other hand, groups that are more business oriented will likely have much better potential.

#8 – BROADCAST & OTHER MEDIA:

As with Direct Mail, the various broadcast media are great for reaching a huge, diverse audience. But these media are not very effective for reaching our niche market base.



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THE FOUR STAGES OF MARKETING

STAGE ONE - CONTACT:

This is always the first step in any sales process. You absolutely must have some sort of contact with a prospective customer in order for them to become aware of who you are and what you have to offer.

You will always be more successful when you have done some homework. If you are personally visiting a small business, find out if they have a website – and if they are already using video – BEFORE you drop in or make a phone call. The more prepared you are, the better you will be able to answer any questions that might come up.

One thing you will quickly discover as you begin to contact potential prospects is that many small business owners will be resistant to your approaching them with anything that even closely sounds like a sales pitch. This is why we suggest that your initial contact is only exploratory in nature and that you do not attempt to “sell” anything – or even be perceived as “selling” anything. The exception here is... unless the person you are speaking to specifically asks you for more information. That opens the door for you to talk more about your voiceover work and what you do as an Associate Producer with Cigma Media.

If you have the opportunity to have a personal conversation, keep it friendly and learn to be a great listener. When you really listen to small business owners, they will reveal their challenges which can open opportunities for you to talk about possible solutions. For example, let's say your conversation with a small business owner shifts to their website (which, of course, you have already visited). You know that their site is a static site with no video, slideshow or any special offers. You might also know that there is no email capture form on their site. Basically, their site is just a boring site with no reason for anyone to linger. By listening to what that prospect says, you might talk about how having a video on their site will increase their search engine rankings almost instantly and the if they were to add an email capture form that is connected to a discount offer, they could expand their email marketing and boost in-store sales in short order.

Of course, you can't make any promises or guarantees. That simply goes with the territory of advertising and marketing. But what you CAN do is share what you know and how you might be able to help them, especially in terms of the benefits of working with you.

We strongly suggest that you do NOT have a prepared “pitch”. Instead, we suggest that you thoroughly understand the services and details of what you intend to talk about so that you will be able to “go with the flow” of the conversation. Keep your conversation casual and comfortable.

If all you do is send your prospect to the Cigma Media website, we'll take it from there. If you have a tablet with you with Internet access, you might even open our site and show some of



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the examples of what we've done. Any small business owner who is already using other advertising to promote their business should have no problem seeing the possibilities. And they might even suggest some ideas or ask if certain things can be done in a video.

One thing you do want to encourage, though, is that your prospect signs up for our email list. This will ensure that they will receive our follow-ups. You'll also want to make a note of your contact in the event of any immediate or future purchase of our services.

As a Cigma Media Associate Producer, you become the "go-to" person and the point person between your client and us. Once a project is booked, we take over, but you will remain that client's primary contact. You may find that you get referrals from that client which may lead to voiceover work or to additional productions that we handle.

STAGE TWO - FOLLOW-UP:

For those who click through your link to visit our website and sign up for our email list, our autoresponder campaign will kick in and handle all the initial follow-ups.

However, we strongly suggest you follow-up on your own with certain prospects, especially if they have expressed interest in your voiceover work, or if your initial contact was at a personal level. Your follow-up could be by phone, by email, or even by a short note sent by snail mail. Unless you were specifically asked to call at a certain time, I'd recommend waiting two to three days before following up either by phone or email. Here's a sample follow-up email:

Hello (personalize if possible)

This is just a quick follow-up to an email I sent to you a few days ago in which I introduced myself as a staff voice talent with CommercialClinic.com, a local marketing agency specializing in video and sound for business.

If you'd like to know more about how video can be used to improve your business, I'd like to invite you to visit www.CommercialClinic.com. [NOTE: Make the URL a hyperlink using your AFFILIATE LINK].

And if I can help with any voiceover you might need, please let me know.

Have a great day

EMAIL SIGNATURE

When following-up with email, be careful that you do not send too many follow-ups in a short period of time. It's a good idea to wait at least two days (up to 5) between emails in your campaign.



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STEP THREE - NEGOTIATING:

For your personal voiceover services, you are the primary negotiator. However, when it comes to the video production, audio production, website and other services provided by Cigma Media, we do not expect you to handle the negotiations. We know our services and pricing much better than you ever will. But more importantly, we have a lot of experience negotiating with our customers and making deals that work.

Should you be in a conversation with an interested small business prospect, and the subject of pricing comes up, you can certainly discuss that or refer them to the pricing page of our website. But you should make it clear that you are an Associate Producer – not a sales person – and that your prospect should contact us directly to discuss the details of any production.

STEP FOUR - CLOSING:

This is the final step to any booking. This is the step immediately prior to the signing of the contract or booking agreement. Closing is something that can be either difficult or very easy – depending on what it is that the customer is buying and how that customer feels about the purchase.

As you speak or communicate with your prospects, your attitude should be one of helping them to improve their business and get more customers through their doors by effectively getting their message out to their customers. If the prospect already feels they are doing that job well, they will be less interested in trying something new. However, when your prospect realizes that their current marketing needs some help... and they believe that you have something to offer that can help them... the idea of purchasing a video – with you as the voiceover talent – becomes THEIR idea. When this happens, your prospect has essentially closed the deal. All that remains is for them to click on a link on our website to get the production process started.

Please know that some business owners will be eager to buy from you when they understand how our production services can benefit them while other business owners will simply have no interest whatsoever.



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HOW OUR CUSTOMERS PURCHASE FROM US: [And how our Affiliate System Works]

When a customer visits our website by clicking on or typing your Affiliate Link into a browser, a “cookie” is put on their computer that will “talk” to our site whenever that prospect visits our site. In this way, a referral from you (in other words, the prospect initially visited our site through your Affiliate Link) can purchase today, tomorrow, or next year... and as long as the cookie is still in their browser, that purchase will be linked to your Affiliation – and you will be credited with the appropriate commission.

The key to making this work is the cookie on their computer. If their browser is set to “delete cookies,” then we’ll have no way of tracking them after their initial visit. However, if they do “delete cookies” and they use your Affiliate Link to visit our site later, a new cookie will be placed on their computer – and if they make a purchase on that visit – your Affiliate account will be linked to that transaction. Fortunately, most people don’t modify their browser’s cookie settings.

There are two things you need to do to ensure that you will get the commissions you deserve:

- #1) Always give prospects your Affiliate Link to our website, never the direct URL, and
- #2) Always keep an accurate record of your contacts, sending the updated spreadsheet to us at the end of every month.

We strongly suggest that you create a shortened link to our site using your full Affiliate Link. Instructions for doing this are on the “How to Use Your Affiliate Link” page at <http://voiceacting.com/affiliate-sign-up-2/how-to-use-your-affiliate-link/>

Our production services are purchased in one of three ways, depending on the service being purchased:

1. **The purchase is made through a PayPal button on our site.** On-site PayPal buttons only apply to certain products or services that have little or no customization. As long as your prospect went to our website through your Affiliate link, the cookie on their computer will tell our system that you should be credited with the commission for that purchase.

We’re developing PayPal buttons that can be used to build a shopping cart for customized services. As these are ready, they will be added to the appropriate pages or sections of our site.

2. **The purchase or production order is made when the prospect calls or emails us directly to place their order for a fully customized service.** In this case, the computer cookie won’t work (because they are not on our website), but we still want to credit you with any appropriate commissions. In order to do that, you will need to send



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us a list of businesses you have contacted along with names and email addresses. Our AFFILIATE CONTACT FORM is a simple Excel spreadsheet that works nicely for this purpose. The form is an Excel .xls spreadsheet. If you cannot handle this format, please contact us.

Please do NOT send your prospects in an email or Word doc as we can't take the time to convert the data and you won't be credited with any commissions. We ask that you only use our Excel form and email it to us at the beginning or end of each month. As production orders come in, we'll check our clients against your contact list for any matches and arrange for any appropriate commissions.

3. **A direct referral from you.** Sometimes, a client might ask you to have someone from our company call them to discuss their needs or they might need pricing for something more complex than a basic stock web video. When this happens, we want to respond to that request as quickly as possible.

So... when a prospect starts asking questions that you are not prepared to answer, please DO NOT start guessing or make up any answers. Instead, please either ask your prospect to call our main office between 10am and 5pm Pacific Time M-F, or get their name, company name, phone number and email address and tell them one of our sales reps will contact them as soon as possible – usually within 24 hours or less. Then, call us at 1. 858.324.4121 or email us at info@cigmamedia.com and we'll take it from there. If you email us, please use the subject line in all caps "CIGMA FOLLOWUP".

Common Business Niche Categories

- Accountant
- Acupuncture
- Advertising
- Alternative Medicine
- Attorney
 - Bankruptcy
 - Criminal Defense
 - Divorce
 - DUI
 - Elder Law
 - Employment Law
 - Family Law
 - Personal Injury
- Auto Rental
- Automotive
 - Auto Body Repair
 - Auto Detailing
 - Auto Parts
 - Auto Repair
 - Tire
 - Transmission
 - Windshield Repair
- Beauty – Salon
- Bookkeeping
- Catering
- Chiropractor
- Computer Repair
- Day Spa
- Dentist
- Education
 - Preschool
 - Tutoring
- Eye care
 - Laser Eye Surgery
 - Optometrist
- Financial
 - CPA
 - Commercial Broker
- Credit Repair
- Debt Counseling
- Mortgage Broker
- Florist
- Funeral Home
- Gym
- Hair Salon
- Health & Beauty
 - Dermatologist
 - Tanning Salon
 - Tattoo Removal
- Home Improvement
 - Air Conditioning
 - Carpenter
 - Carpet Cleaning
 - Cleaning Services
 - Electrician
 - Flooring Contractor
 - Garage Door
 - Gutters
 - Handyman
 - Heating Contractor
 - HVAC
 - Interior Design
 - Kitchen Remodeling
 - Landscaper
 - Locksmith
 - Mold Removal
 - Painting
 - Paving
 - Pest Control
 - Plumber
 - Pool Care
 - Roofer
 - Security
 - Solar
 - Tree Specialist
- Waterproofing
- Window Replacement
- Yard Care
- Insurance
 - Auto
 - Health
 - Home
 - Life
- Investing
 - Financial Planner
 - Gold Buy/Sell
 - Jewelry Store
- Limousine Service
- Martial Arts
- Massage Therapist
- Medical
 - Pediatrician
- Movers
- Personal Trainer
- Pets
 - Pet Grooming
 - Pet Sitting
 - Pet Training
 - Veterinarian
- Real Estate
- Restaurant
 - Pizza
 - Specialty
- Seniors
 - Assisted Living
 - Retirement Center
 - Senior Daycare
- Storage Facilities
- Travel Agency
- Used Cars
- Yoga Instructor



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Resources to Help You Market

<https://youtu.be/zGm4HmPqXW4> - Marketing tips (Youtube Videos) – lots of videos here

<https://youtu.be/XHtMvIKFZf8> - 6 Must Haves for Local Marketing

<https://youtu.be/A4a8oj-S6Wg> - Top 2 mistakes businesses make with online marketing

Lead Finder Support

TWO LEAD FINDER SERVICES AVAILABLE FOR OUR AFFILIATES:

We have two options for scanning email addresses that we provide to our affiliates for a very low fee. For simplification, both are included below with bullet points:

1. Comprehensive email “scrapper”

- a. We generate an email “scrape” based on your criteria
- b. We generate a composite list of websites and email addresses
- c. Found websites are not qualified
- d. Email addresses are those pulled from websites, but are not verified as valid
 - i. Sites not containing valid email addresses will not receive email
- e. We send you a .csv file with list results and you send out the email.
 - i. You’ll need to import the .csv file into your own spreadsheet
 - ii. You will then have the option to follow-up or do further research using the list
- f. Please [CLICK HERE](#) for current pricing
 - i. A list can include one or more key words
 - ii. A list is limited to one geographic locale (ie: City)
 1. Only one locale per order, please
 - iii. The scrapper will run until the scrapper stops, or up to one hour, whichever comes first.
 1. Change the quantity in your PayPal order to increase the length of time we run your email scrape.
 - iv. There is no limit to the size of any given list
 1. Depending on the key words you give us, a list may be a few hundred addresses to several thousand.
 2. We make no guarantees as to the quality or number of responses
 - v. Allow 24-72 hours for delivery of your compiled email list

or...

2. Blast email delivery

- a. We’ll generate an email “scrape” based on your criteria
- b. We’ll validate all found email addresses
- c. We’ll send out your email through our system
- d. We’ll set up a forwarding address for you: yourname@cigmamedia.com
 - i. The reply in the email will be info@cigmamedia.com
 - ii. Your direct CM email address will be in your signature
- e. Your CM Affiliate link must be in the email body content of your email
- f. We’ll send you a .csv file of the compiled list via email
 - i. Your list will be active in our system only for the duration of your email campaign, including follow-ups (usually about 2 weeks).



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- g. Please [CLICK HERE](#) for current pricing
 - i. A list can include one or more key words
 - ii. A list is limited to one geographic locale (ie: City)
 - iii. There is no limit to the size of any given list
 - iv. Allow 24-72 hours for delivery of your compiled email list

After ordering, you'll need to send an email to support@voiceacting.com that contains the specific search criteria and other information that we might need. This MUST be received before we can begin compiling your list, as follows:

1. Full name of Affiliate (Associate Producer) – First and Last Name
2. Phone number
3. Reply email address
4. Type of service requested:
 - a. OPTION #1 – Comprehensive List Only
 - b. OPTION #2 – Comprehensive List + Email Blast
5. Number of lists being ordered
6. The Keyword(s) you want searched for each list
 - a. If ordering more than one list, please provide a reference title for each list, followed by the keyword(s) you want searched
 - i. For example:
 1. List #1: attorney, divorce
 2. List #2: dentist
7. The City and State (locale) you want searched
8. Email subject line
9. Email body content
 - a. You must include the complete content for the body of EACH email in your campaign, including your initial email and up to 3 follow-ups
 - b. Please include your body content as an attachment to your order follow-up email to us
 - i. attach as a .txt, .doc (or .docx), or .html file
 - ii. if HTML, all fonts and images must be properly embedded or linked
 - c. We do NOT edit your email content – we merely cut/paste it into our system
10. Your VAA Affiliate ID must be included either in the body of each email in your campaign
11. Your personal Cigma Media email address must be included in your signature
12. Payment via PayPal “Send Money” to payment@voiceacting.com
 - a. You MUST use the “Family & Friends” option
 - b. Payment must be received before we can begin creating your list(s)

WHAT YOU DO AS AN AFFILIATE:

The choice as to which service you would like to use, if any, is up to you. In either case, you will first need to go to this page on our site: <http://voiceacting.com/leadfinder/>



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On our web page, you simply select which option you would like us to provide for you by clicking the PayPal order button below the description. You can order more than one list by changing the quantity number on the PayPal order page.

When we receive your payment and follow-up email, you will receive a confirmation reply. You will receive an email with a .csv file attached within 24-72 hours (or 3 business days) following our confirmation. Orders received on a Friday or Weekends will be processed the next Monday.