

Copy

Copy

Copy

Preparing to be a Professional

[back to contents](#)

demos that come in packages that look like they came from a pro. One of the best ways



Discovering Your Uniqueness

[back to contents](#)

You are unique in this world - t

Here are a few examples of excellent branding slogans:

[D.C. Douglas](#) – *My Voiceover Guy ~ Where Hollywood talent and reasonable voice over rates intersect.*

[Melissa Hoffman](#) . *Bringing your words to life ~* € T A Ä Á

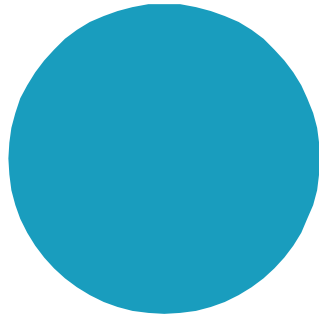
When you begin to design your demo/marketing package here are several things you'll need to consider.

1) Demo Packa

5) Note Cards/Thank you notes. Thank-you notes are a

Copy

Included with this marketing piece is my business card. I have chosen to use an over-sized (3)



What to Say on the Telephone

[back to contents](#)



Submitting Your Demo to an Agent

[back to contents](#)

Discovering & Marketing Your Unique Talent

[back to contents](#)

Discovering and then marketing your talent can be an exhilarating challenge if you allow it to be. If you let your mind go to that creative place in all of us to discover new and interesting ways to get your name out there , you'll find it can be the most fun you've ever had!

Part II

Producing your Voice-Over Demo

[back to contents](#)

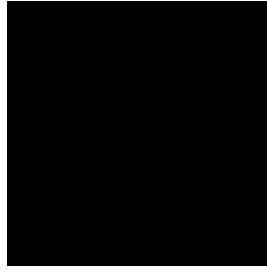
Why Are Demos Important to a Voice Actor?

[back to contents](#)

When will I know I'm ready to record my demo?

[back to contents](#)

This is a question I hear from almost every student I have. They want



The Big Question

Copy

To be fair and honest with them, my reply has to be,

Perhaps the talent that makes y

- **MUST THE SCRIPTS I USE ON MY DEMO BE SPOTS I'VE ACTUALLY VOICED?**

Absolutely not!

Where do I find copy for my demo?

[back to contents](#)

Copy for your demo is EVERYWHERE! Just turn on the radio or TV, listen and transcribe. Wonderfully written copy is available to be transcribed and used on your demo. It's a perfectly acceptable practice and you don't have to worry about copyright issues. You are using the spot (or a small portion of it) only for demonstration purposes.

Listen to ads on your local radio and TV stations. If you find one you like –

What kind of demo should be my first demo?

[back to contents](#)

It's an industry standard to begin with a commercial de Ä

Who should produce my demo?

[back to contents](#)

You wouldn't call a plumber to do your electrical work and you wouldn't ask a hairdresser to paint your house. I'll bet you'd want a neurosurgeon instead of an airline pilot if you were facing brain surgery. In short, hire a PROFESSIONAL who produces demos. Not a friend of a friend who has recording equipment in his garage. You'll never regret spending the money to do it right.

Copy

Copy

Copy

Copy

Appendix B

[back to contents](#)

