

VoiceActing Academy™

Masters Class

Defining Your Market & Positioning Statement

As with any other entrepreneurial business, your success as a voiceover professional is directly related to your understanding of who you are, what you have to offer in the marketplace, and who you are working with. With this knowledge you will be in a position to build your brand and create a Unique Positioning Statement (UPS) that will establish, both in your mind and in the mind of your client, specific benefits and a solid reason for working with you. This is sometimes referred to as your “elevator speech.”

Your Positioning Statement is different from your Mission Statement. A Mission Statement is a succinct description of your purpose for being in business. It states your primary business objective and long term goals for your business. You’ll define your Mission Statement at STEP 5. Although a Mission Statement can be an important aspect of developing a business, it is generally more valuable to a business that hires many employees. For a self-employed voice acting entrepreneur, it is far more valuable to develop and define your place in the voiceover world. A Positioning Statement serves this purpose.

This exercise is designed to help you create your Positioning Statement, your slogan, and your Mission Statement. As you work through this process, you will gain focus on your marketing, web site design, e-mail composition, graphics design, and many other aspects of your business. Once your positioning statement is developed, you can refine it to a concise slogan or USP (Unique Selling Proposition). Your USP can be anything from a few words to a few sentences, and its purpose is to provide a highly focused and unique identity for you and your business. Both your Positioning Statement and Unique Selling Proposition (or slogan) are important elements of your Branding.

STEP 1: DEFINING WHO YOU ARE AND THE SKILLS YOU HAVE:

- Describe your predominant personality as specifically as possible, in terms of how you perceive yourself:

- Describe your predominant personality as specifically as possible, in terms of how others perceive you (you may want to work with a partner for this exercise.)

Defining Your Positioning Statement - 2 of 5

- What are your hobbies and interests, other than voiceover?

- What aspect(s) of voiceover work do you enjoy most? Prioritize if more than one.

- Performing
- Copy writing
- Creativity
- Recording/production
- Business
- Marketing
- Calling new prospects
- Negotiating with clients
- Learning new skills
- Other _____

- Check off as many voiceover, business, office, and production skills as possible. Include ONLY those skills in which you feel competent. Add any skills you possess that are not on this list:

- General performance and audition skills
- Cold reading skills
- Character creation and development
- An ability to create and sustain character, accents, dialects, attitude, emotion, etc.
- An ability to adjust vocal range and variety of tempo, rhythm, emotion, attitude, etc.
- Studio production skills (more than just basic recording of voice tracks)
- What software do you use? _____
- Music editing
- Working to video
- Copy writing
- Marketing/Promotion
- Negotiating fees and services
- Accounting/record keeping
- What software are you using? _____
- Word processing
- Spreadsheet
- Writing business proposals
- Writing business letters
- Graphics/Layout design
- Website design
- General computer skills
- Specific computer skills: _____
- Other skills (list): _____

Defining Your Positioning Statement - 3 of 5

- In what aspect(s) or area(s) of voiceover work do you feel the most comfortable and competent?

- List at least three things you can offer your clients that make you unique.

1. _____

2. _____

3. _____

STEP 2: DEFINING YOUR IDEAL CLIENT & BENEFITS

- Who do you want to work for? Define your ideal client base by identifying at least TWO specific types of clients you want to work with.

1. _____

2. _____

3. _____

4. _____

- What do you do for your clients? Be specific in terms of services and products you offer.

- What is the ONE primary benefit you offer to your clients?

- What is a secondary benefit you offer to your clients?

- What else can you offer your clients as a benefit to working with you?

- Write two or three sentences that clearly demonstrate the benefits of a client working with you:

STOP HERE

You will work on the next steps during the VoiceActing Masters Class

STEP THREE: CREATING YOUR POSITIONING STATEMENT

Your Positioning Statement (or “elevator speech”) should be only about 3 or 4 sentences and should be no longer than about 30-seconds in length.

Using the information you have developed in Steps 1 & 2, create a Positioning Statement in the following format:

I work with _____ and _____,
providing _____ and _____,
which results in _____ and _____.

The exact wording is less important than the identification of WHO you work with (your clients), the SERVICES you provide, and the BENEFITS of working with you.

As an example, here’s the Positioning Statement for VoiceActing, LLC:

We work with people who want to break into voiceover and with current voiceover professionals, providing expert training in performance and business skills designed to help them take their voiceover work to the next level.

STEP 4: CREATING YOUR SLOGAN

Your slogan, or Unique Positioning Statement (UPS), is the essence of your Positioning Statement, boiled down to a few short words or a short phrase. Your slogan becomes a key part of your branding and will ultimately be identified with your business and services.

As an example, the slogan for VoiceActing, LLC is:

We make you sound great!

This short phrase sums up the ultimate benefit of working with us, regardless of the services we are providing for a given client.

STEP 5: CREATING YOUR MISSION STATEMENT

Your Mission Statement is a description of the purpose of your business and your long term goals. It is intended to be an internal statement of clarity to help keep you on track as your business develops, and is not intended for public consumption. In other words, although you might choose to use an aspect of your Mission Statement as part of your marketing or business promotion, you would probably never actually use the statement word-for-word in any of your marketing materials. That's the purpose of your Positioning Statement.

- List three specific objectives or reasons why you are in the business of performing for voiceover. These should be stated in terms of reasonable expectations and desires. For example, a statement like: "I perform voiceover so I can make a lot of money" may not be realistic. On the other hand, a statement like: "I perform voiceover because I enjoy the process of helping others to communicate their message" is both practical and reasonable.

1. _____

2. _____

3. _____

- List three ideal goals or outcomes that will express your long-term objectives for being in business.

We strive to have fun producing highly creative and effective radio and television commercials that will achieve our client's advertising objectives, and provide voiceover for in-house productions and station imaging that will perfectly meet or exceed our client's needs.

Our goal is two-fold: 1) we want our clients to be ecstatically happy with the results they get from the commercials and other projects we produce for them, and 2) we want everyone involved in our company to make a nice enough living from doing what they love so they can afford to take a few weeks off each year for a nice vacation, put their kids through college and have a nice retirement to look forward to.

We're not the most expensive production company around, but we're not inexpensive, either. Our philosophy of making our clients sound great while keeping things fun allows us to be selective with the clients we work with—we don't accept clients who are looking for low-budget commercial production. We want our clients to know that we're very good at what we do, and we expect to be fairly compensated for our work.