

How to Do a Voice Over



A 3-Minute Crash Course



By Susan Berkley

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6 Steps To Follow

Step 1: Analyze The Script

Do you understand it? What's going on here?
Check pronunciation of words, names, places

TIP:

Google the word + pronunciation
Search YouTube for videos where the name/place is spoken

Step 2: Who Are You Talking To?

One person only, not everyone
What is their name? What do they look like?
What are their aspirations, hopes, fears?

TIP:

Imagine you are speaking to a someone you know and love.

Step 3: Who Are You?

What is your relationship to the listener?
Are you a friend, family member, helpful stranger, someone else?

TIP:

Be fueled by a desperate desire to communicate.

Step 4: Place

Where are you when you are having this conversation?

TIP:

Visualize a familiar place you know.

Match place to product (food spots in your kitchen, work scenarios in your office etc.).

Step 5: The Moment Before

What happened immediately before the action in the script began?

Why are you having this conversation with someone?

TIP:

The first words in the script should be the answer to an imaginary question from the person you are speaking to.

Make up a few relevant lines and say them aloud before you begin the script

Step 6: What's Your P.O.V (Point Of View)?

Are you in the action or observing it?

Are you the voice of their conscience?



5 TECH TIPS

1. Get a professional USB mic and plug it directly into your computer.
2. Make sure your computer recognizes your mic.
3. Use a fabric pop screen in front of the mic.
4. Position the mic a hands-width away from your mouth. Adjust from there.
5. Go green! Instead of printing out your script read it on your smart phone or mobile device.

4 BONUS TIPS!

1. Don't be an announcer. Speak as if you are talking to a friend.
2. Put a picture of a loved one next to the mic, look them in the eyes and talk.
3. Don't try to act and direct yourself at the same time!
4. A walk-in closet is an excellent place to record, but don't remove the clothing. It helps deaden the sound.



About Susan Berkley

Susan Berkley is the signature voice of Citibank and one of the most listened to voices in America. She is the author of *“Speak To Influence: How To Unlock The Hidden Power Of Your Voice”* and founder of The Great Voice Company. Since 1987, her voice over training programs have helped launch thousands of successful careers.

Got questions?
Ready to get started?

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