

Voice Over Secrets Exposed

**How to Make BIG MONEY
with Your Speaking Voice
Without Leaving Your Home**

Susan Berkley

Voice Over Secrets Exposed – How to Make Big Money with Your Speaking Voice without Leaving your Home

Copyright © 2016 by Susan Berkley

All rights reserved. No part of this book may be used, reproduced or transmitted in any form or by any means whatsoever without prior written consent from the author, except as provided by the United States of America copyright law

Published by Campbell Hall Press, Englewood Cliffs, NJ

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional person should be sought.

Campbell Hall Press is a division of The Great Voice Company. Inc.

We help men and women start and thrive in home based-businesses using their speaking voice. Are you interested in getting started in voice over or growing an existing career? Please visit www.greatvoice.com , call 1-800-333-8108 or email info@greatvoice.com

TABLE OF CONTENTS

ONE | 4

Make Money With Your Voice, No B.S.

TWO | 31

The 5 Positive Performance Principles For Voice over Success

THREE | 40

*The Good News About What It Takes To Enjoy A Profitable
Voice over Business*

FOUR | 48

How To Set Up An Inexpensive Easy-To-Use Home Studio

FIVE | 57

The Amazing Power Of The Voice over Niche

SIX | 66

*Money Making Opportunities In 14 Voice over Niche Markets
And How To Choose The Voice over Niche That's Right For You*

SEVEN | 88

8 Weird And Unusual Ways To Make Money With Your Voice

EIGHT | 94

Putting Your Plan Into Action

Make Money With Your Voice, No B.S.

Every day, thousands of men and women just like you are making great money with their voices from their home computers with nothing but an inexpensive microphone, some easy to use software and an Internet connection.

They're called voice over artists and they're recording everything from commercials to telephone announcements to web audio to fascinating audio books and more for clients all over the world.

Each year, thousands of companies set aside millions of dollars in talent fees to pay this voice over artists. Billions of dollars are spent every year on corporate audio and video productions that will never be heard on TV and radio such as

videos for websites, sales presentations, and e-learning programs. Voices are used for phone systems, audio books and more.

The money-making opportunities for today's voice over artist, go way beyond commercials and corporate audio. I've identified 14 niche voice over markets, some of which are enjoying explosive growth, and I'll explain each one in this book.

Some people think that celebrities get all the voice over work but actually that's not true. Sure, celebrities do commercials and you might even recognize their voices.

But there are 10,322 radio stations in the United States with the average station running 9 minutes of ads per hour. If you do the math you'll see that that's about 92,898 voice over commercials every hour. A small handful of celebrities can't do all that work.

Most of the men and women who make money in voice over are everyday people just like you. They do their work from their home studios all across the country. And by the way, don't think you have to spend a fortune on recording equipment. You can set up a basic home studio for just a few hundred dollars. More about that coming up.

For some of these men and women, voice over is a full-time career. For others, it's an enjoyable way to make some extra money on the side, a money-hobby if you will.

The great news is, with the explosive growth of new media and the surge of internet advertising and technology, there's a huge and growing need for voice talent.

You probably have lots of questions about how to get started in voice over as well as some questions about whether or not you have what it takes.

Well, I'm happy to help because the keys to voice over success are probably not what you think. To be successful in voice over you don't need an exceptional voice, you don't need to invest a lot of money, and you don't need show-business connections.

All it takes is understanding a few key secrets and a great mentor who will guide and train you and help you follow the right road map to success.

Why I Wrote This Book

My name is Susan Berkley. If you don't recognize my name, you definitely know my voice. I'm the telephone voice of Citibank and AT&T. My voice is heard by millions of people every month. I still do voice over every day and I've made millions of dollars with my voice over a long and successful career.

I've been featured in the New York Times, the L.A. Times, and on MSNBC, CNBC and ABC News. I was also the behind-the-scenes voice and presentation skills coach

for the winner on Donald Trump's Apprentice, Season 4. I guess you could say I'm a voice expert and voice over super star.

But it didn't always used be that way. Let me tell you who I used to be. I used to have a day job. But it wasn't just any day job.

My day job was being a radio DJ. Now you might think a job in radio is glamorous and high paying, but it's not. Sure, there are radio superstars, but the average radio disc jockey barely makes a living.

I started at a little radio station in upstate New York and eventually moved to New York City to try to make it in The Big Apple. It wasn't easy I had to work several day jobs, just to make ends meet. I was a waitress, and I worked in a telemarketing boiler room selling deodorant crystals to funeral homes.

Then I got a job with a singing telegram company called Rent-A-Yenta. It seemed like it would be lots of fun until they sent me out onto 7th avenue in New York City to deliver a singing telegram wearing a little elf costume. How humiliating.

To make matters even worse, it was a sweltering day in July. With my head hanging low and tears in my eyes, I trudged up 7th Avenue dressed like a Christmas elf in a red fur trimmed skirt with bells on my shoes thinking "There has to be a better way."

Then I got my big break (or so I thought). I landed a spot as a traffic reporter on the Howard Stern show and suddenly became famous. Now, you might think a show business job like this would pay big money, but it didn't. While it was a lot of fun being on the show, I was still struggling to make ends meet, not to mention having to deal with being the brunt of Howard's off-color jokes and bathroom humor day in and day out.

Now all this was right before the Howard Stern show went into national syndication and Howard was about to become a household name. I could have stayed on the show and ridden his coat tails to fame and fortune.

But I had a dream to have my own business, my own voice over business. And it just wasn't going to happen if I was working as low paid employee in Howard's shadow.

I knew in my heart that I had to quit the show and move on but the decision was agonizing. Maybe you've been at a crossroads like this in your life too.

I felt like I was standing at one side of a bridge looking down at a raging river. On one side of the river was the Stern Show with fame and potential fortune. On the other side of the river was my passion, my hopes, and my dreams. To get to the other side, I had to jump without a net.

But that's exactly what I did. I held my breath, and I jumped.

I quit the show and nobody could believe it. It even made the papers! The listeners couldn't believe I was leaving, and Howard couldn't believe it either. He called me up privately and asked me if I was crazy.

I gulped and said maybe I was. So I thought about it and thought about it some more. And guess what I did? I asked him to put me back on the show. Have you ever regretted a decision and begged for a “do-over”? That’s what happened here.

I went back to the show but I was more miserable than ever. And with every day that passed, I realized that it wasn't for me. I worked up the courage to leave and start my own business.

And you know what? It worked. Within six months I was making more than my radio salary. And as the business grew, I opened my own production and training company, The Great Voice Company.

I'm happy to say that making the jump and starting my own business was the best decision I ever made. Since 1987, The Great Voice Company has trained thousands of people in voice over performance and business building skills. My production company provides recordings for hundreds of customers worldwide in all languages. I still continue to do voice overs every day because I enjoy it so much. I've come a long way from that struggling waitress in the elf costume 😊.

How did I do it? That's what this book is all about.

And you know what? I truly am glad to help. I am passionate about entrepreneurship and believe that America's small businesses are the backbone of our great nation. I'm proud that I've helped create jobs and that my small business provides lasting value for our customers. And of course I'm proud of the great life I've created for myself.

But most important, it makes me happy to help you because someone shared his secrets with me when I was struggling and on my way up when I really needed it most. And now, I want to pay it forward.

Here's how it happened.

The Chance Meeting That Changed My Life

In the early days of my career, before I had a proven system for getting voice over work, I'd sometimes get voice over jobs by accident when someone heard me on the radio and liked my voice. But believe me, those times were very rare.

Then one day, I was doing one of those rare by-accident jobs with an actor named Bob. Now Bob was a lot older than me, a real voice over veteran, but he still sounded great. As we finished recording and went out onto the street,

I was fishing in my pocket for a subway token and he was getting into a beautiful Jaguar sedan.

Obviously he was getting a lot more work than me.

So I asked Bob, (actually *begged* him) to let me take him to lunch, which was a lot for me in those days, I really had to scrounge for the money.

I was hoping I could get him to tell me the secrets of his success. And you know what? He did. He told me that although he now enjoyed an amazing life because of his voice over career, it wasn't always that way. He started out struggling just like me.

But over the years, he figured it all out in the school of hard knocks. He not only had the beautiful car he always wanted, he also had a beautiful home and lots of time to enjoy with his friends and family, especially his grandkids.

But what he was most grateful for was the ability to do something he really enjoyed because it felt like he never truly worked a day in his life.

Now he was getting ready to retire. With a catch in his voice he said that before he left the business he felt like it was his duty to pass the torch and share his secrets with someone who would really appreciate them and put them to good use. He smiled and said, he thought that "someone" would be me.

Wow! I couldn't believe my good fortune. We talked for what felt like hours. And Bob revealed many surprising secrets about how he grew his voice over business.

The #1 Secret To Voice over Success He Shared

Bob told me the most important secret of voice over success is to find a good mentor.

A mentor is very important because when working with your voice you can't hear yourself as others hear you. It's an anatomical fact. You hear your voice inside your head where the sound is distorted by the bones of your skull.

Have you ever heard a recording of your voice where it sounds like a stranger? You think "is that really me"? Well, that's what I'm talking about.

To get really good at voice over you need an outside set of ears to coach you and show you the way. And you need a good mentor to show you the way to build your business too.

Now don't get me wrong. I'm not getting ready to retire like Bob was when he revealed his secrets to me. Not yet.

But I am getting ready to expand my business and take on some new projects which means I'll only have time to work with a select group of voice over newcomers who really appreciate what I have to offer.

Bob passed the torch to me. And now I want to pass it on to you, but only if you're someone who will appreciate his wisdom.

It wouldn't be fair to Bob and it wouldn't be fair to me. I only want to work with people who take action to make their dreams a reality.

If you are an honest, positive, action-oriented person, keep reading, because nothing makes me happier than to help you achieve success.

How To Know If Voice over Is For You

Could you see yourself in your comfortable home studio, no dress code required, doing interesting creative projects that feel more like play than work, projects you'll be proud of?

Would you enjoy an opportunity where no one is breathing down your neck--where you get to work when and where you choose?

Do you know or suspect you've been given the gift of a great voice and do you want the recognition and satisfaction of sharing that gift? Maybe you did some acting or radio in your early days and those were the happiest days of your life.

Are you looking for an easy, part-time way to supplement your income working from home, a money hobby as I call it?

You can't deny that in today's economy, everyone needs additional streams of income, some sort of gig on the side.

Do you have a spouse, friend, or loved one with a great voice you've always admired and are you exploring this opportunity as a gift for them?

Are you imagining that this would be the perfect way to spend your active retirement years? After all, you certainly don't want to spend those precious years in a rocking chair.

Michael Turnbull wanted to avoid the rocking chair too. He sold a business he owned and was looking for an opportunity where he could make extra money using his voice but still enjoy fishing and playing golf.

At our Voice over Boot Camp Recording Studio Immersion Experience and in the private mentor sessions that followed, I helped him develop his voice acting skills and position himself as the voice of the boomer generation.

He installed a small home studio and got to work. Now he's having a ball, voicing everything from commercials to narrations to announcements for events. And he says the money's pretty nice, too.

But whether your goal is part-time income or an exciting new career, you might be feeling frustrated by the lack of to-the-point voice over business-building guidance. Or maybe you're looking for an experienced, caring mentor to take you by the hand and show you the way. That's why you're reading this book right now.

A Remarkable Voice over Journey

Right now, I'd like to tell you a story about David Brower of Loveland, Colorado. David was the marketing manager for the eighth largest automotive group, in the country. He was planning to do voice over when he retired but he was still planning to work for a few more years.

Unfortunately, when the auto industry went belly-up, so did David's job, and he was forced into retirement much sooner than he expected, but that's not all.

In the 100 days following the loss of his job, he had back surgery, was diagnosed with prostate cancer and nine days later had a stroke.

Fortunately, he made a full recovery from both illnesses but the experience gave him a dose of his own mortality and caused him to look at things differently.

With his wife's support, David took a leap of faith, and went full steam ahead into voice over. He attended my Voice over Bootcamp and several of our other programs so I could mentor him closely. Working from home and recovering his health, he negotiated 2 annual contracts for voice over work that brought in about \$3,000 a month and he was just getting started.

Today David continues to work as a freelance voice talent for the automotive industry and for companies

including Met Life, HP and the Gaylord chain of hotels. David loves working from his home studio, especially the fact that he's just 16 feet from his coffee pot and the beautiful Harley motorcycle parked in his garage.

Whenever he and his wife feel like taking a little road trip he just packs up his portable studio, puts it on the back of his bike and hits the road, recording in the evenings from his hotel room.

During National Prostrate Cancer Awareness Month, the Browers took a month off to ride 7,000 miles through 13 states to raise money and awareness for the disease. He also travels at least once a year to Florida to see his son and his grandkids and always takes his portable studio with him. He says he has so much fun it's a blessing and he can't believe he gets paid to do it!

His advice for newcomers? Believe in yourself and work hard, because no matter what somebody tells you, if you can find your niche, and work hard, you will make money.

He also says: be sure you have a mentor, and a coach. "I've been blessed with to have Susan and her team in my backyard for many years." He says, "She's an invaluable resource for me and I couldn't be as successful as I am without her."

Now if you're thinking David Brower is one of the lucky few to reach this level of success, I would agree with

you, but only to a point. There is only one David Brower, that's true. But there are countless others who have achieved their own definition of personal and financial success in voice over. Let me introduce you to a few of them.

How Voice over Gave This Mom Her Life Back

Buffy O'Neill used to be a professional singer but the late hours in smoky clubs kept her away from her two small children. She loved singing but struggled balancing her career and her family life. Voice over seemed like the ideal solution.

She started working part time at first, but gradually her career began to take off. Now she says she has about 300 clients and works consistently for half of them, three or four times a week. The best thing about it is she can get out of the house for a few hours to run errands or spend time with the children.

She and her husband made sure to locate the studio far away from the children's playroom so they wouldn't be disturbed by the noise,

For her, the flexibility of her voice over business is one of the biggest perks. She can be a mom without feeling like she's away from the kids for 10 hours a day.

She encourages newcomers to just go for it, because in her opinion, there's no better job out there. She says even if she won the lottery, she would still keep doing her voice over work

Our students are teachers and IT professionals, managers, engineers, bus drivers, doctors and flight attendants. They are retirees and people getting ready to retire, moms returning to work and even some very smart college students

From Clueless Actor To Voice over Entrepreneur

When Dave Wallace came to our voice over Bootcamp, he was in college studying acting. He says he has an artist's brain and until he met me had no clue what he was doing or how to run a business.

Now he says he gets a great deal of satisfaction helping people grow their business by participating in their voice over projects.

Since working with me, Dave has built an extensive client base. His customers like the sound of his voice of course, but they also say he's a good business partner and very easy to work with.

Being customer focused was a revelation for Dave. As an actor he was trained to think about how to portray copy convincingly or get into character. But once he started

thinking about being more efficient and customer-focused, he saw a dramatic increase in his income and client base.

Dave gets most of his jobs through networking, especially on Linked In. He also has a business account on Twitter and Facebook and reaches out to potential clients who might be interested in his work.

He also makes sure he picks up the phone and calls people which is something fewer and fewer people do these days. He credits me with giving him the scripts and training he needed to do that.

To get leads Dave looks online for production companies. Mandy.com is a great free resource for that. But instead of approaching producers by email he approaches them through Twitter, LinkedIn, and Facebook to give it a little bit more of a personal touch.

He asks if they are interested in somebody who specializes in the young, hip; cool sound because that's his niche. Then he sends them to his website to listen to his demos.

At the end of every communication he says, "I look forward to helping you grow your business." He knows that just as he gets personal satisfaction from helping people to grow their business, he knows that with every new project they are helping him. He approaches every job as a collaborative venture.

If prospects seem interested in him on social media, he sets up a call, so that he can talk with them in person and close the deal. The projects often lead to repeat business.

The good news is for the most part he's supporting himself and with each passing month, his business continues to grow. His parents are very happy about that.

His advice to newcomers? Tell your prospects you want to work *with* them rather than *for* them. Say you want to help their business grow and make life easy for them.

This type of collaborative approach makes you seem more human, and it really helps to bring in good business, income, and repeat clients. He says. "I can't speak highly enough of all that you've taught me and all the tools that you've given me to help empower me, and get my career off the ground."

A Sudden Lay-Off And Now A Silver Lining

Jay Webb used to work 50-60 hours a week for a local cable television company. His job kept him away from his young family where his wife was home-schooling their kids.

He yearned to quit the rat race so he could work from home and spend more time with his wife and family. A voice over business seemed like a good home-based business idea, but he wasn't really sure how to make it work.

Then one day, the company he was working for downsized and offered Jay a nice severance package. He talked to his wife and they decided to go for it.

Jay tried to start his voice over business on his own but he just couldn't get going. Then he discovered Greatvoice.com

He attended our Voice over Bootcamp and quickly realized that voice over was a business, not just all show. He started slowly at his own pace but then, by carefully following my marketing plan, it all started to come together and he soon acquired new customers.

Jay has a warm, honest sound that voice buyers really love. Recently, we were casting a voice for a business audio book and the client chose Jay. They really loved his voice.

In less than 2 years Jay was able to earn a nice full-time income. I need to tell you that his results are not typical and your results may be different but for Jay and his family, it really made a difference.

Jay's home studio sounds great, but his investment was minimal. He records in his bedroom in his walk-in closet which is filled with clothes but still sounds great. No one would ever suspect that he's recording in a closet and not in a professional studio.

The microphone he uses is a USB mic that plugs right into his computer. It sounds great and only cost \$99. He uses Audacity recording software which is a free internet

download. With the computer he already had, a closet and \$99 bucks, Jay was in business.

Jay's advice to newcomers? "Make sure you get yourself trained. And don't forget, it's more of a business than you realize. Never forget the big picture.

Without Susan's training, I would have been going in to it completely blind.

I didn't have any customers when I came to Bootcamp, but after Bootcamp, I was set and ready to go."

And as for the freedom and flexibility of his new voice over lifestyle, Jay says: "I almost can't put it into words. I used to be tied to an office all day long. But now I can take care of the things I need to take care of, be with my family and it's really beautiful."

How To Avoid The 10 Biggest Voice over Beginner Mistakes And Save Time, Money And Embarrassment

Big Voice over Mistake #1: They Depend Solely On Auditions.

What's the *worst* way to start a voice over career? It's trying to build your voice over business solely by auditioning.

You'd be forgiven for making this mistake because everyone knows actors have to audition to get work. In fact,

before the internet, auditions were the main way voice over actors got work.

The internet has been a mixed blessing for voice actors. The good news is it's opened up some extremely profitable technology-based streams of income for voice talent. The bad news is it's made it easier than ever to do more auditions that can lead to frustration and broken dreams.

But before I tell you the good news about how you can bypass auditions altogether as you grow your voice over business, I want to make sure you fully understand why trying to audition your way to voice over success is such a bad idea. Prepare yourself for the *real* story.

- A few years ago, several internet casting services known as “pay-to-play” hit the market. For a few hundred dollars a year, an aspiring voice actor can pay to fill their in-box with auditions. The idea took off and now there are thousands of voice actors registered with these services. But before you use the “too-much-competition” excuse to slam this book shut and run for the hills, I want to clarify a few things. While some people book jobs using the pay-to-play services, they usually have to do many auditions to book a single job, sometimes hundreds of auditions. The cold, hard truth is that many aspiring voice actors registered with these pay to play services

never book a single job because they are poorly trained, not properly prepared or because of too much competition for these auditions . Their biggest mistake is following an audition- only business model, dreaming and hoping to get discovered but not doing anything practical besides auditioning to make that dream a reality. When you join The Great Voice Company training programs, you won't have to concern yourself with the competition. You'll be playing an entirely different ballgame where you are a category of one and the odds are stacked in your favor.

- Voice buyers holding auditions can have hundreds of people to choose from if they wish. However, in most cases, they don't take the time to listen to more of a handful of auditions, usually the ones that come in first. They zip through the auditions, quickly, deleting most of them after a second or two, until they find a voice they like.
- When you try to build your business through auditions, you can't nurture the relationship. Often the auditions are blind and you don't have any idea who you are auditioning for. That's like asking a girl to marry you on the first date. In business, you have to nurture your

leads before they become customers. Filling your pipeline with voice over leads in your chosen niche markets and then nurturing them with time-tested marketing and sales techniques, is the best and most reliable way to grow your business.

- The selection process for auditions is subjective and out of your control. Often a voice is chosen on a whim or because of a *feeling* with no real criteria at all. I once landed a very big client because I was mistaken for another voice talent with a similar sounding name! Fortunately, they liked working with me a lot and they are still my client 20 years later.
- On the pay-to-play voice casting services (and with agents as well) you almost never get feedback on your auditions. You don't know why you didn't get the job so you can't work on ways to improve your performance. You might just keep on making the same mistakes over and over again and never be the wiser.

Now don't get me wrong. I am not against auditioning. I still do it almost every day. I think the internet casting services are a good investment to build your skills and maybe even book something while you are at it.

But don't delude yourself: if you hope to get discovered in a voice over audition and catapult yourself to fame and fortune, the best way to do it is to follow the proven marketing and business building techniques I teach.

This is actually good news as I mentioned previously, very few people actually take the time to learn how to achieve lasting voice over success and that includes developing your voice-acting skills, learning to properly record and edit your voice and knowing how to position and market yourself as a category-of-one, and I'll get into that in upcoming chapters because it's the foundation of how great careers are built.

Big Voice over Mistake #2: They Listen To Other Newcomers.

Why is this so bad? Wannabes can give bad advice. Or worse yet, they can leave you discouraged and right back where you started. I hate to say this, but there are even some people who will deliberately mislead you out of envy.

Some of these peers will indulge in bitch fests and spread negativity. And for heaven's sake, don't play your demo for these people and ask them what they think. Opinions are a dime a dozen. The only opinion that matters is that of the person who hands you a check!

**Big Voice over Mistake #3:
They Ask A Local Broadcaster For Advice.**

There's a big difference between the announcing that DJs do as part of their radio jobs and the voice acting you do for big-ticket voice over. I know because I used to be in radio. To avoid spinning your wheels, you need to work with a voice over specialist who can give you the right advice.

**Big Voice over Mistake Number #4:
They Call A Talent Agency And Ask For Advice, But
Then Get Doors Slammed In Their Face.**

This mistake is just plain naive. Some people assume that agents are sitting by the phone, waiting for newcomers to call. But they're very busy people and get annoyed having to field calls from newbies.

**Big Voice over Mistake # 5:
They Take An Adult Education Class
At A Local Community College.**

These classes can be maddeningly superficial and are often taught by someone with little or outdated experience. The result is incomplete information that gets you nowhere.

**Big Voice over Mistake #6:
They Try To Take Shortcuts By Bypassing Training And
Worse Yet, They Try To Produce Their Own Demos.**

These homemade demos are called kitchen-table demos because they sound like someone stuck a boom box on their kitchen table and read some magazine ads into the microphone. People send me these demos all the time. They're embarrassingly bad and I feel so terrible for the poor people who send them. I even heard that there are some mean people in the industry who save these homemade demos and play them at the Christmas party for a laugh. I don't want this to happen to you.

**Big Voice over Mistake #7:
They Let A Friend In The Music Business
Produce Their Demo.**

I once met a woman who spent thousands of dollars on a demo produced by a friend. There were beautiful, custom produced soundtracks but the music overpowered her voice and it sounded like she was drowning in a sea of strings. Bottom line, her demo was useless.

**Big Voice over Mistake #8:
G.R.T.G.R. (Pronounced GRIT-Grrr).**

G.R.T.G.R. is a term I invented that really resonates with my students. It stands for Getting Ready To Get Ready. People with G.R.T.G.R are stuck. They just can't get their careers off the ground. They spend months trying to find the perfect web designer to create the perfect web site and the perfect logo and the perfect color to go with their perfect brand. They feel paralyzed their "head trash". Fortunately, I'm an expert at helping people with their head trash to get them unstuck and back on track in no time.

**Big Voice over Mistake Number #9:
They Give Up And Do Nothing.**

This is perhaps the worst mistake of all. Truth is, nothing will change unless you take the first steps and make it change And that's what you're doing by reading this book.

So congratulations, you're on your way! Let's keep the ball rolling in Chapter 2 with my **5 Positive Performance Principles For Voice over Success.**

The 5 Positive Performance Principles For Voice over Success

1. How To Find Your Money Voice: The Rashkoff Principle

Mrs. Rashkoff was my third-grade teacher. She taught me to love reading and about the beauty of the spoken word I'm really grateful to her because she instilled in me a love of words that became the foundation of my career.

Now, you may think voice over is all about sound. But it's not. Voice over is actually a visual medium. The big secret here is that people think in pictures, not words. When you read a voice over script, your goal should be that the listener sees a movie in their mind as you speak.

That's what I call your *money voice* and at The Great Voice Company we're experts at helping you discover yours. When you are speaking with your *money voice*, your listener forms images in their mind and experiences feelings and

emotions as you voice the script. These emotions lead people to buy and that means you become an in-demand voice actor who people will want to hire again and again.

The Big Difference Between Voice Acting and Announcing

A lot of folks think that they know how to perform voice over scripts just because they took a class and someone taught them to stress certain words, or bring their voice up or down at the end of sentences. But that's not voice acting; it's announcing. Announcers are like dinosaurs, a thing of the past. Big money voice over is not about putting on a phony radio voice. I call that *announcer-itis* and it's a disease that can be fatal to your voice over career.

Your money voice, is not a phony voice, but an enhanced version of your natural voice, and that's you with focus, enthusiasm and clarity.

Want to find your *money voice*? The first step is a voice consultation with our Talent Advisor. Contact us at 800-333-8108 or info@greatvoice.com to schedule an appointment.

2. The Hot Potato Effect: Using Your Voice To Sell

The great sales coach Zig Zigler said that selling is the transference of emotion. To get someone to buy you have to make them feel one of the trigger emotions such as excitement, fear, or even lust. I'll explain.

Excitement is the trigger emotion we all feel when we hear about something new in an ad. We want to jump on the bandwagon, so we don't miss out on all the fun.

The next trigger is fear. Many ads encourage us to buy out of fear of embarrassment such as ads for deodorant, mouthwash or dandruff shampoo. Some ads such as those for insurance companies encourage us to buy out of the fear of loss.

And then there's lust. We're all adults here, so I won't mince words. Sex sells everything from gadgets to clothing to cars to food.

Selling with your voice is transferring emotion from one person to another. The voice actor has to first feel the emotion, and then pass the emotional hot potato to the listener. Top voice actors know how to put a wink in their voice and they do this so effortlessly listeners are absolutely compelled to buy.

3. Relax. What Happens In Studio Stays In Studio.

You've probably heard the saying "What happens in Vegas stays in Vegas", right? But just as Las Vegas is the city that holds its secrets and will never kiss and tell, the recording studio holds its secrets too. The biggest secret is that the actors who record the voice overs we hear every day, made many mistakes during the recording process. They don't read their scripts perfectly from beginning to end—far from it. In fact, directors and audio engineers expect them to make mistakes.

But the listener will never hear those mistakes. All of the mistakes are edited out of the polished final job. Even the sound of the actor's breath is diminished or removed.

It's just like kids playing basketball in a neighbor's driveway. Someone misses a shot and yells "Do over". It's really no big deal. Same thing in voice over. When the actor makes a mistake he simply stops and reads the sentence again and later he or the engineer edits out the mistake. No problem.

So relax and take the pressure off. Voice over is not like a theater play where everyone knows when someone flubs a line, or a live TV show where you can embarrass yourself in front of millions. With today's easy-to-use recording software, you'll be amazed at how fast and easy it is to edit out mistakes even if your tongue gets twisted and you make a really big goof. Simply highlight the mistake and hit delete.

Poof. Your mistake is gone and no one will ever be the wiser.

4. *The Big A* And What It Means To Your Voice over Success.

The Big A is a key factor all successful voice actors have in common. *The Big A* stands for accountability.

The most successful voice talents hold themselves fully accountable to their clients by actually doing what they say they'll do when they say they'll do it. But they also hold themselves accountable to their coach.

A coach is vitally important to a successful career. All actors and sports stars have them. A coach provides a supportive environment where you can get expert guidance and someone to hold you accountable to fulfilling your voice over career development goals.

Everyone can benefit from being held accountable by a coach, especially when you get stuck or run into obstacles you just can't overcome on your own.

Sometimes overcoming these obstacles requires you to step outside your comfort zone. And you're a lot more likely to do that when you're being guided by an experienced supportive coach.

To explore voice over coaching options at The Great Voice Company give us a call at 800-333-8108 or email info@greatvoice.com.

5. The Little Secret I Learned From ‘Imus In The Morning’ That Made Me Rich.

I'll never forget the early days of my career when I was a traffic reporter and cast member on the Howard Stern show. I was terrified. How was I ever going to stand up to Howard's teasing and his off-color jokes?

So I racked my brain and asked myself who else in radio had a similar situation? How did they deal with it?

The answer was Charles McCord, former sidekick of cranky radio talk show host Don Imus. Now you might know Imus from his “Imus in the Morning” nationally syndicated radio show and the shows he used to do on Fox TV.

Imus can get pretty offensive on the air. In fact he has a long-standing rivalry with Howard Stern as to who can be more shocking.

But Imus's sidekick, the newscaster Charles McCord never lost his cool. Here was someone I could model. Before I went on the air with Howard, I would think about Charles McCord and mentally download his cool, confident persona.

What happened was I inadvertently discovered a powerful acting secret of creating an avatar.

An avatar is an alter-ego character commonly used by players in interactive video games and virtual worlds online. Externally, my avatar sounded and looked like me, but internally, she was completely different, tough and sassy with the courage I needed to stand up to Howard on the air.

I've used this breakthrough avatar technique again and again in my voice-acting career and teach it to my students. These days I have another avatar called Phone Lady. I call on her whenever I record telephone voice prompts, such as those I do for AT&T and Citibank. She's always on, always happy to take your call, even when I am not.

Phone Lady is an avatar, an enhanced version of me, and she's made me rich. So the big lesson here is, not all characters have funny voices. Often they sound exactly like you but inside they're completely different. This is the fun part of voice over where you really get to play.

A True Story About The Tremendous Money-Making Potential Of Your Voice

An infomercial producer I know told me he had a very successful multi-million dollar campaign for a kitchen gadget running on television. If you've ever watched infomercials on late night TV you know what I am talking about.

One day, the voice talent he was using for those commercials called him and said he could no longer be the voice of the product. He had a conflict with one of his other customers. But he did have a friend in the business who sounded just like him.

The producer was disappointed but listened to the friend's demo and sure enough, he couldn't tell the difference. To his ears, the two voices sounded exactly alike. So the producer hired the friend, and put his voice on the air.

Unfortunately sales immediately began to plummet.

The producer couldn't tell the difference between the two voices but the customers could. There was something about the second voice that was unconsciously turning people off.

The panicked producer immediately called the original voice talent and offered him a lot of money to come back to the show and be their exclusive voice, an offer the talent couldn't refuse. He put the original spot back on the air and sales quickly climbed back to where they were before the switch.

The moral of the story? Voice talent #1 had no idea how much his voice was worth and you know what? Neither do you.

Now, I'll bet you're wondering about your voice - do you have what it takes? The answer is coming up next in Chapter 3 and it may surprise you.

The Good News About What It Takes to Enjoy a Profitable Voice over Business

By now, I'm sure you've realized that it takes more than just having a good voice to be successful in voice over. Your voice is important, of course, but there are some additional success factors to be aware of. The good news is, you've probably mastered some of these success factors already. I'll review them in this chapter.

Do You Have The Right Kind Of Voice For Voice over?

Have you ever heard the expression "voice of God"? James Earl Jones has one. In fact, the voice of God or VOG,

is a term casting directors use when seeking deep, rich male voices.

Many people think you need the voice of God to be a voice over success, but that's simply not the case.

When I first started in voice over, it's true that you had to sound like Richard Burton or God. There were hardly any opportunities for women, people of color, or average-sounding people.

All that's changed today, of course. Voice buyers are looking for voice over artists with a wide range of styles and voice types. The voice of God is still used – which is good for guys with big deep voices--but the market has also opened up to all kinds of voices. The #1 thing voice buyers are looking for? Anything but an announcer voice.

Today's voice actor is conversational and real, with a twist. You have to be able to read someone else's words believably as if those words were your own. So the key to voice over success is not necessarily the voice itself but the ability to sound like yourself reading someone else's words.

These days voice over is open to many different types of voices and that's good news for newcomers.

How's Your Diction?

In voice over, there is one obvious requirement—people must be able to understand you when you speak.

If you mumble, you'll want to work on your diction so you don't swallow your words. You can easily find help to improve your speech. In my book *Speak to Influence, How to Unlock the Hidden Power of Your Voice* (available in bookstores and on Amazon) there are a number of easy to follow diction improvement exercises in Chapter 5.

Here's a tip: vowels add color to your speech. Consonants help make it easy for people to understand you.

One of the best ways to improve your diction is to practice children's tongue twisters out loud every day. You'll find those in my book, too. Read them aloud slowly and clearly making sure to carefully articulate the consonants.

Are You A Fluid Reader?

While the ability to read copy smoothly is important in voice over, the good news is this is not a live performance so you don't have to worry about reading the script perfectly without making mistakes.

In voice over, nobody reads a script without flubbing lines, even the most experienced pros. Mistakes are expected and can be easily edited out.

Because most of the time you will be working from home, no one will ever know where you flubbed. You'll just edit out the mistakes and send the clean audio recording to your customer.

Some people are naturally fluid readers. Others aren't if you are not a fluid reader; you'll save time if you improve your reading skills. Sometimes improving your reading is as simple as a trip to the eye doctor to check your prescription. Can you clearly see the script? Do you need new glasses?

Whether you're a fluid reader or not, your reading skills will quickly improve with practice. A great way to get that practice while helping others is to volunteer to read for the blind or visually impaired.

Another way to improve your reading skills is to read the paper or a few pages of a book out loud every day. Record yourself on your computer or answering machine and track how many times you break down or make mistakes. Practice a little bit every day and you'll find that your reading skills quickly improve.

Have You Ever Acted In A Play?

Not everyone is a born actor and I'm certainly not. In fact, the only play I ever acted in was "You're a Good Man Charlie Brown" at summer camp when I was about 12 years old. Hardly a memorable performance.

That was the last time I was ever in a play on stage and I've done thousands of high-paying professional voice over jobs since then.

The acting we do in voice over is based on some of the key principles stage actors use with a few easy-to-learn distinctions. The good news is, unlike stage acting, you don't need makeup, costumes, or time-consuming rehearsals.

My Perfect Performance™ method makes voice acting simple and gives you a series of easy to follow steps so you'll have the conversational sound voice buyers are looking for.

For more information on our voice acting coaching programs contact us at 800-333-8108, info@greatvoice.com or www.greatvoice.com

The Three Components Of Good Voice Acting

There are three components of good voice acting: relaxation, concentration and imagination.

Relaxation means you sound relaxed and at-ease behind the mic. Since performing on mic is a new experience, you might feel a little tense until you get used to it. I often suggest my students take a yoga class or practice relaxation exercises so they can call on these techniques whenever they need to get focused and calm on mic.

Concentration means you are able to focus on the copy to the exclusion of everything else that's happening around you. But it also means you are able to ignore and tune out any negative self-talk that's going on in your head while you perform. In my coaching programs, I strongly emphasize the voice over success mindset and I help my students overcome what they often call distracting "head trash".

Imagination means you are able to conjure up a vivid image in your mind's-eye as you perform your voice overs. I've observed that in order for the audience to get a clear image of what the script writer is trying to convey, you the voice actor must see and feel it first.

Are You A People Person?

Here's a key point I've observed training thousands of people since 1987: In voice over, success has much more to do with getting people to know, like and trust you, rather than with the sound of your voice.

I hope this brings you some relief because having a pleasing personality is something you can control.

The good news is if you've had any kind of work experience at all, you're probably already pretty good at getting along with others. Any networking skills you've

developed will translate beautifully in your new voice over business.

Here's another big secret: These days people tend to hide behind email, so if you can just pick up the phone and talk to potential customers it will go a long way toward building your new home based business. In my Career Launcher Training programs I provide you with scripts that outline exactly what you need to say on the phone to prospects and customers.

Interested? Contact us at 800-333-8108 or info@greatvoice.com.

Your Voice As A Marketable, Money-Making Asset

People sometimes ask me if I insure my voice. That makes me smile. After all, my voice is a valuable money-making asset and I'm sure Lloyd's of London would write me a policy...for a price.

The answer is no, I haven't insured my voice. But I have "insured" that I know as much as I can about selling and marketing my voice and my studio. It's the smart way to take advantage of the astounding voice over opportunity.

Our students at The Great Voice Company love our programs because of this marketing and sales oriented approach. While we teach you the fun and enjoyable performance skills and the easy home studio skills you need

to know, we want to make sure you know exactly how to monetize your voice.

I'll be telling you exactly how to do that in the upcoming section about opportunity in the 14 Voice over Niche Markets. But before I do, I'll bet you have some questions about your home studio. That's the subject of Chapter 4.

How To Set Up An Inexpensive Easy-To-Use Home Studio

When you think about a home recording studio do you visualize one of those giant, scary-looking audio mixing boards, full of wires and dials—something that looks like the flight deck of the Starship Enterprise with James T. Kirk at the helm?

Well erase that image from your mind right away because nothing could be farther from the truth.

Today's basic home voice over studio can be as simple as the computer you already have, a plug-in USB microphone and a pair of headphones. Many people record in their walk-in closet where the acoustics are excellent. Or if you don't have an available closet, you can set up a pretty good recording space in the corner of a room lined with moving blankets or comforters.

And you don't have to be a crackerjack audio engineer either. In our Great Voice Company we're experts at helping beginners. Contact us at 800-333-8108 or info@greatvoice.com to find out how we can help you.

As your business grows, you can look into upgrading your equipment and investing in a free-standing portable voice booth, but to get started, an inexpensive solution will work just fine.

The 3 Types of Home Studios

Many professional voice over artists have several types of recording set ups for different purposes. I have equipment I can put into a carry-on bag and take on the road. It consists of my laptop (or Ipad) loaded with inexpensive and easy-to-use recording software and a USB mic. Let's call this a Level One studio.

I also have a broadcast quality, Level Two studio at home that consists of a high quality AKG 414 microphone, a USB pre-amp that serves as the interface between my mic and my home computer, and a small box lined with sound absorptive foam that sits on my desk. The microphone sits inside the booth and sounds better because of the foam. There's no need to stick my head inside the portable recording booth. I just keep my mouth pointed toward the

open end of the portable recording booth a few inches away from the mic.

Finally, I have a broadcast quality Level 3 professional studio at the Great Voice Company headquarters in Englewood Cliffs, New Jersey. We have two audio engineers on staff and this is where we do the recording and editing work to serve our customers. When I'm in the office, I record for my voice over customers in this studio. Our audio engineers are also coordinating recording sessions and editing projects in all languages from freelance voice talent all over the world.

But don't worry. You don't have to lease office space and hire staff like I did. Most voice talent are solo-preneurs working from home.

Now let's take a closer look at the equipment you'll need for your home studio and some of the costs.

USB Microphones

Professional quality USB microphones plug directly into your computer. They are a great cost-effective solution for the beginning voice talent. New USB microphones are being introduced all the time and the quality keeps getting better and better.

For just about \$200 you can have an excellent quality USB mic that emulates a much more expensive microphone.

Here are some favorite USB microphones as of the time I wrote this book.

Some popular USB Mics

The Apogee (about \$200) The Apogee USB Mic is compact, lightweight and sounds like a much more expensive microphone. It will work with either a PC or a Mac and comes with an adaptor for use with an iPad. What I really like about this mic is that it has its own volume control. Many of the USB mics do not and you must adjust the volume on your computer. The Apogee is my favorite travel mic.

The Blue Yeti: (about \$120) This sturdy, bullet shaped USB mic works with a PC or Mac comes with its own solid metal stand to sit firmly on your desk. It has a volume control and many people love the way it sounds.

The store where you purchase your USB microphone can let you know about the latest models available when you're ready to purchase that may even be a better purchase than the ones I have listed here.

Upgrading Your Microphone

Prices for upgraded mics start around \$300 and climb to thousands of dollars. These upgraded mics do not plug directly into your computer and will require an interface or microphone pre-amp as I previously described. The microphone plugs into the pre-amp and the pre-amp plugs into your computer's USB port. You can get a good quality USB pre amp for as little as \$100.

The better quality microphones are more sensitive so they will also require more sound-proofing. For a beginner, a good quality USB microphone is fine. I recommend that you upgrade later as you begin to get work.

Headphones

Another piece of essential gear you'll need are studio quality headphones. They do the job much more effectively than computer speakers, even the more expensive ones.

I recommend the Sennheiser HD 280 pro or the Sony MDR 7506. Either one is of excellent quality and costs about \$99. They close over the ear to shut out background noise so you can hear everything you've recorded.

Cheap headphones or earbuds just won't do, although I sometimes use high quality Bose ear buds (about \$200) in my portable recording set up when I travel

Here's a headphone tip: make sure you do not use noise cancelling headphones, such as the ones people wear on airplanes. In voice over you *want* to hear the noise so you can edit it out of the finished product.

Audio Recording Software

Audio recording software is a tool for editing your sound files. You'll cut and paste these files and move them around just as you would move words around in your favorite word processing software.

More expensive software will not make your voice sound better. In fact, it will probably confuse you with advanced features you do not need. For most people a free audio recording software like Audacity is fine, although I find it a little complicated to use.

We use Sony Sound Forge (about \$60) on the PCs at The Great Voice Company, and I use Twisted Wave on my Mac (about \$40) and the Twisted Wav app on my iPad (about \$14). I like both a lot.

If you have a Mac I do not recommend the free GarageBand software that came with it. It is designed for musicians and it is difficult to use for voice over work, adding a effects you don't need like reverb.

I suggest downloading some free trials of various recording software until you find one you like.

Finding The Best Place In Your Home To Record

Many people use a walk- in closet and it's even better if you don't remove your clothes. Fabric helps dampen the sound. Of course you may have to move a few things around to get set up.

If your computer is noisy, consider leaving it outside the closet and getting a long mic cord. You'll need a stand for your microphone and a music stand with an LED light to hold your copy. I like to load my scripts onto my iPad or even my smart phone if the script is short. It's easy to see in a dimly lit area and there is no noise when I turn the page. Plus, I don't have to worry about a printer or paper.

If you don't have an available closet, the best place to record is in the quietest room in the house facing a corner away from windows. Hang a comforter or moving blanket in the corner behind your mic and talk into the mic facing the corner.

Basements are also good places to record if you locate yourself away from noisy laundry rooms and heating and air conditioning units.

Make sure you put a sign on the door reminding your housemates to be quiet, turn off your cell phone and remove any panting dogs or meddlesome cats from the room. 😊

What If You Book A Job And Your Home Studio Isn't Ready Yet?

Easy. Simply book time in an outside studio and pass along the cost to your customer. Studios sell the time by the hour and prices vary, so ask around, but depending on where you live, you can probably rent time in a good professional quality studio for a simple voice over session for less than \$100 an hour. You'll include these costs in the rates you charge your client.

I'll have an entire chapter on how much to charge for your work later in the book. But for now, let's focus on 14 real ways to make real money with your voice in Chapter 5.

14 WAYS TO

Make

Real

Money

WITH YOUR VOICE

The Amazing Power Of The Voice over Niche

There is a huge secret in voice overs that only the top earners figure out and use to their advantage. Most others remain ignorant but some see it and never quite figure out how to make this secret work for them.

The big secret is this: there are riches in voice over niches.

A niche market is a small market segment, a narrow group of customers with a specific set of needs.

I've identified 14 different voice over niches where you can make really good money with your voice, and we'll explore them in this section.

Some people stubbornly insist on trying to be all things to all people, thinking that the more variety they can offer potential customers, the greater their chances of success. They put a little bit of everything on their demos, trying to do as many different types of voices as they can.

Having a flexible voice with a big range is a nice talent to have, but if you don't have a lot of different voices, you can still have a very successful career. It's important not to push the envelope trying to be something you're not.

I was once guilty of this mistake. On an early voice over demo of mine, I included a really bad witch voice thinking that maybe people would like to hear that I was able to do cartoon and character voices in addition to my warm, yet authoritative signature sound,

My attempt to show variety backfired when a talent agent told me point blank how bad my witch voice sounded and that I should never attempt to do a voice like that again. How embarrassing.

Since then, I've learned to stick to what I do best, working in niches that appreciate my signature sound. The fact is, as you progress in your voice over career, you'll be paid the most for your most authentic and believable voice, not for being a poor imitation of somebody else.

Why Choosing A Voice over Niche Market Is The Fastest And Best Way To Accelerate Your Success

Specialists Are Paid More

Your family physician might be fine for run of the mill health problems. But heaven forbid you or someone you love needed help for a more serious illness, I doubt whether you'd walk in to the Urgent Care clinic in the local strip mall looking for help.

You'd want to see a specialist, an expert on your condition. The bill, when it comes, will be hefty and hopefully insurance will cover it. But it's what you'd expect from a specialist, especially someone who really understands your particular situation.

Building your voice over career as a specialist in a niche is a proven way to separate yourself from the pack and command premium prices for your work.

Voice Buyers Think In Terms Of Types Make It Easy For Them.

Some people are uncomfortable being typecast. They want to be known for their uniqueness as an individual. However, scripts are written to appeal to very specific market segments and are written with specific voice types in mind.

Agents and casting directors classify talent according to types. It makes their job easier and they use the language of types when referring to the voices in their talent pool.

Certain voice types are appropriate for certain niche markets and in a moment I'll show you how to match your voice type to a niche market where you'll have the best advantage.

A Confused Person Does Not Buy

Ever walk out of a store because you are too confused to make a decision what to buy? I know I have.

In fact, after a long days work, I often dread going to the supermarket because the thought of all that variety taxes my brain. Which spaghetti sauce tastes best? Sometimes it's better to just get take out so I don't have to deal with it.

Positioning yourself as an expert in a voice over niche removes a layer of complexity from the voice buyer's life and makes it a relief and a pleasure to hire you.

A Niche Market Is Easier To Find

You might not realize how many voice over jobs are cast and recorded every day in each of the 14 niche markets—tens of thousands. Trying to market your services to all those

buyers is like trying to sell to everyone in the phone book, an impossible task.

Choose a niche, however, and your task becomes a whole lot easier. Every niche has associations, listings, publications, social media groups, conferences and the like. When you choose a niche, the target becomes clear and your business-building efforts become a whole lot easier.

Focus Gives You Power

Once you discover your target niche market, you can narrow your focus with laser-like precision. Like an elite athlete, you'll have one goal—to win the race.

Here's a tip: create a "Dream 100" list of the top prospects in your niche and mount focused campaigns to reach them. Research them on Linked In and set Google alerts so you can track them online to refine your sales and marketing efforts.

What A Voice over Niche Is Not

Before I get into specifics about the 14 niche voice over markets, I'd like to clarify what a niche is not since people sometimes get confused.

A niche is not a cute slogan: like the “The Voice Chick”, “The Voice Of Choice” Or “Voices Of Experience”.

A niche is not your logo or your brand.

A niche is not your voice type: smooth and reassuring, warm yet authoritative, deep and resonant etc.

A niche is not your swag (free giveaways): tote bag, t-shirt, mouse pad.

So if a niche isn't any of these things, what is it?

A niche is nothing more than a group of prospective customers.

The WHO Is More Important Than The What

One of the biggest mistakes I see voice over beginners make, or newcomers in any business for that matter, is that they focus on the product (the what) before they carefully analyze who that product will be for.

Have you ever heard the saying “build it and they will come?” It's from the movie *Field of Dreams*.

Well that saying might have worked in Hollywood, but in real life, it doesn't work at all and is probably responsible for more business failures than anything else.

People who put their energy into building a product or presenting a service before they carefully analyze who that product will be for, are likely doomed to failure.

It's the same in voice over. I always help my students determine their ideal group of customers first, based on their natural strengths and abilities and the professional skills they bring to the table.

Then, we match these skills with the market(s) that will appreciate and value them the most. This is your low-hanging fruit where you will have the greatest chances of success.

To help you identify the strengths you bring to the table, I've developed the following quiz. Your answers will help you match your strengths to the niche where they will be most appreciated and valued.

My Easy Niche Finder Quizz

Are you a fluid reader, comfortable reading long passages of text without stumbling a lot? _____Yes _____No

Do you prefer shorter scripts? _____Yes _____No

Are you comfortable reading medical or technical terms? (long, difficult to pronounce words) _____Yes _____No

Are you a medical professional? _____Yes _____No

Would you enjoy doing characters or cartoons?
_____Yes _____No

Have you ever taught or trained people? Would you enjoy reading instructional scripts? _____Yes _____No

Are you naturally enthusiastic with a lot of energy in your voice? _____Yes _____No

Can you speak quickly yet clearly if you needed to?
_____Yes _____No

Do you speak another language fluently like a native?
_____Yes _____No

Do you listen to audiobooks and would you enjoy being an audio book narrator? _____Yes _____No

Would you enjoy learning about home recording and some easy-to-master recording skills? _____Yes _____No

Are you timid about computers and a little intimidated by new technology? _____Yes _____No

Do you enjoy playing around with audio gear and learning new computer programs? _____Yes _____No

Do you have a radio or television background?
_____Yes _____No

Have you ever done any acting on stage or film? (even as an amateur or in school) _____Yes _____No

Do you have specialized technical skills or training?
_____Yes _____No

Do you have a professional background in law, financial services, engineering? _____Yes _____No

Do you have security clearance? _____Yes _____No

As you go through the opportunities in the 14 Voice over Niches in the next chapter, note which of your strengths apply.

Money Making Opportunities In The 14 Voice over Niche Markets And How To Choose The Voice over Niche That's Right For You

In this chapter I'll help you pick a niche market where your life experience and skills give you an edge, a niche that's right for your signature sound and voice type.

If you're feeling a little stressed about which voice over niche is right for you, I'd like to put your mind at ease. You're not making a permanent decision here. I'm merely trying to help you find the low hanging fruit and give you a starting point with the best competitive advantage and market segments where you have the best likelihood of success.

And here's some good news. If the niche you choose to start with doesn't work out, there are always 13 more niches to choose from-- you can't go wrong.

Niche #1: Commercials: radio, TV and internet

When people think of voice overs they typically think commercials. After all, commercials are everywhere, and who wouldn't like to be the voice on a Super Bowl commercial, right?

But the truth is, even if you never become the voice of a national campaign, there's still plenty of opportunity.

It's hard to know exactly how many commercials are cast every day, but we can make an educated guess.

In the United States there are over 10,000 commercial radio stations and over 300 broadcast and cable television networks. If you figure each one of these outlets runs about 20 minutes of advertising every hour that's over 4 million minutes of broadcast advertising nationwide per day.

Even if we cut that number in half, that's still a heck of a lot of commercials (not even including commercials on the internet) and it's impossible for celebrities to do all that work.

If you've ever gone to YouTube to watch a video, you'll see that you usually have to sit through a commercial before the video will play. Even though the actors are on

camera, there's almost always an off-camera voice actor in the spot.

That's why we suggest that our students make a commercial demo as part of their portfolio. It's a competitive market to be sure, but there's no lack of opportunity.

Commercial voice overs are cast by agents, casting directors, advertising agencies and sometimes, the clients themselves.

There are opportunities for all voice types and all vocal age ranges. Pay careful attention the next time you watch TV or listen to the radio.

It used to be that commercials were voiced by middle-aged white men who sounded like Richard Burton or God. You scarcely heard a woman on the air, let alone a voice that was recognizable as belonging to a person of color.

These days, all that has changed. The range of voice types being used in commercials is becoming more and more diverse.

Do you speak Spanish fluently without an accent? If so, you may have a future in Spanish language commercials. People who are fluent in both English and Spanish often enjoy successful voice over careers in both languages.

Niche in a Nutshell:

Commercials

- Scripts: short
- Most work comes from auditions
- Agents and casting services send you auditions
- Audition from your home studio
- You need a good quality home studio or be willing to record in a professional studio nearby
- A director might want to direct you when you record.
- Open to all voice types
- Pay varies widely: \$50 for a local radio commercial to \$1000++ for a national TV voice over

Niche #2: Non-Broadcast Corporate Voice overs

Corporate voice over work is the bread and butter for most voice actors. Billions of dollars are spent on corporate production every year. I call this a 'hidden niche' because the work is not broadcast on television or radio, but used internally and within an industry.

Nevertheless, there's a lot of work in this area with a big potential for repeat business. Corporate voice overs

include Web videos, promotional pieces, sales pieces for trade shows, employee training and the like.

Producers of corporate audio typically cast from demos. Auditions are rare. The voice buyer might call the talent directly or work through an agent. Scripts can be quite short to many hundreds of pages long. The average script is about 5-10 pages long. There are no residuals, but once you've proven yourself to be professional and easy to work with, there is great potential for repeat business.

Niche in a nutshell:

Corporate voice overs

- Scripts: all lengths
- Auditions are rare
- Work can come through agents or production cos.
- No residuals but repeat business if you do a good job
- All voice types except children
- Pay: by the hour, by the page and by the word
- Example: \$250 and \$.40-\$.50/word

Niche #3: Audiobooks

According to a recent survey published by the Audio Publishers Association, audiobooks are a \$1 billion+ a year industry that keeps on growing. 3.8 million audio books were sold in 2011 and audio book downloads are up 29%. Over 7,000 titles are released each year. People love the convenience of listening to audio books, especially in the car. They find it relaxing and a good way to multi-task.

But while the audiobook niche is growing exponentially, becoming an audio book narrator is not for everyone. It is by far the most time intensive genre of voice acting work, requiring stamina, solid voice-acting skills, a healthy vocal instrument and some degree of audio engineering skills

To give you an idea of the time commitment involved, it takes 3 hours or more to record and edit a single hour of finished audio. The finished listening time of the average book is about 8 hours (some are 12 hours or more) so that means a good 24-45 hours must be spent recording and editing a book.

While one can start as an audiobook narrator with a fairly small investment, recording in a closet on an inexpensive microphone and editing on free recording software, the most successful narrators invest thousands of dollars in upgraded studio equipment.

Audiobook narrators are paid by the finished hour with an average rate of \$250-\$400 per finished hour. Narrators

can also enter into a revenue share agreement with the publisher or author on the Audiobook Creation Exchange site at www.acx.com

Niche in a nutshell:

Audio books

- Scripts: hundreds of pages
- Work is booked through publishers, www.acx.com and internet casting sites
- Acting or narration experience a plus
- Many genres: business, fiction, science fiction, children's etc.
- Audio engineering skills required
- Pay: by the finished hour: \$250-\$500/per per finished hour or as revenue share with publisher or author

Niche #4: Book Trailers

Book trailers are a new niche, closely tied to the growth of the audio book industry. To promote a book, publishers and authors create video promotions; the average book trailer is several minutes long.

While some book trailers are rudimentary and poorly produced, cinematic book trailers fall someplace between a

movie trailer and a short film. They're a lot like music videos in terms of form. Cinematic book trailers are created to give the viewer a taste of the tone, pacing and details of the book to create an interest in the book and its author. Most book trailers feature voice over, often from emerging talent. Rates for this new niche have not been well established and are negotiated between the actor and the producer.

Niche in a nutshell:

Book Trailers

- Scripts: Short
- Work is cast by book trailer production house
- Acting experience a plus.
- Minimal audio engineering skills required. You'll record in a studio or from home, directed by the producer.
- Pay: negotiable

Niche #5: Medical Narrations

Do you have a medical or pharmaceutical background? Are you comfortable with the terminology and can you properly pronounce those big technical words? More importantly, can you tell the story behind the words so you really connect with patients and healthcare professionals

and sound as if you know what you are talking about? Medical narrators work for medical marketing and media companies. These companies produce medical education for patients and practitioners alike. They produce online medical courses, multimedia medical presentations, medical narrations, medical animations, instructional CDs and DVDs and promotions for medical conferences, pharmaceutical product launches and special interactive phone systems for drug trials.

This is a large and growing market with opportunity for individuals with the right technical background and the specialized skills to handle the unique requirements of the job.

Niche in a nutshell:

Medical narrations

- Scripts: length varies but special pronunciation skills needed
- Work is booked through medical marketing and media companies, medical service organizations and ad agencies that work in the medical field.
- Medical or technical background a plus
- Pay: by the hour, the page or the word
- Rates vary but range from \$400 for a 30 minute script to over \$900 for 5,000 words. Due to the specialized nature of this niche, an experienced narrator can charge more than a typical corporate narration.

Niche #6 TV Promos

You probably don't realize how many TV promos are recorded and air every day. There are over 300 cable and broadcast television networks, with thousands of shows running around the clock. The next time you watch your favorite show, notice the professional voice that opens and closes the shows and speaks before and after the commercials. These voices also promote the shows in promotional announcements during commercial breaks throughout the broadcast day.

Promo voice talent have the ability to inject focused energy into their reads. The scripts are quite short, but a good sense of timing is critical. In recent years, there's been a shift away from an announcer sound to a more casual, conversational style. Therefore, this niche is opening up to a wider variety of voice types.

Once you land an opportunity as a promo announcer and become the voice associated with the show, there's lots of repeat business and frequent recording sessions. Promo announcers are paid for the main announcement plus any "tags" they record— for example: "starts Tuesday", "starts tomorrow", "starts today." A high quality home studio is needed.

You'll work closely with program producers and promo directors to help convey the vision and mood for the show.

Niche in a nutshell:

TV Promos

- Scripts: Short. Good sense of timing required.
- High quality home studio needed
- Work is booked through show producers and promo directors
- Pay: Approximately \$240-\$350 per session plus \$93 per tag

Local cable TV networks sell advertising to local businesses. You've seen these ads I'm sure—everything from the local home improvement company to the pet store on Main Street.

These commercials need to be professionally voiced, either at the television station or from the voice talent's home studio. Because these stations are often small, the program director or sales manager hires the voice talent. They tend to be easy to contact and appreciative of your offer to help.

Although the pay is modest compared to network promos, there can be a lot of repeat business and working at the local level can be an ideal way to start your career

Niche in a nutshell:

Local Cable TV

- Scripts: Short. Good sense of timing required
Record at the TV station or in your home studio needed
- Work is booked through program director or sales manager
- Pay range: \$50-\$175 per spot

**Niche #8: Interactive Voice Response (IVR),
Speech Recognition, Telematics (talking vehicles)
Telephone Voice Prompts**

As the telephone voice of AT&T and Citibank I have a lot of experience in this niche. In fact, I've built a whole career around it and must have recorded millions of prompts over the past 20 years. However, today voices are embedded in many kinds of devices beyond telephones. Almost everything talks and a voice actor recorded that voice.

You need good diction, clear speech, a healthy vocal instrument and a lot of stamina, as recording sessions can require you to read hundreds of short voice prompts at a time.

You'll record everything from GPS systems to banking information to security alerts to information for drug trials. A great thing about this niche is the repeat business. Once your voice becomes embedded in a system your customers will use you again and again, as updates are frequent.

You'll need a good quality home studio and ready availability for quick turnaround, generally within 24-48 hours. Your customers will be speech technology companies and specialized production companies (like mine).

Niche in a nutshell:

Interactive Voice Response

- Scripts: Short individual phrases within scripts that can be many pages long
- Record from your home studio
- Work is booked through technology companies and production companies
- Pay range: from a minimum of \$100 dollars for a handful of prompts to \$10,000 or more for a large technology application where many thousands of prompts are recorded

Niche #9: Animation

If you are attracted to this niche, you know who you are. You love cartoons and animated movies and probably have your own stable of unique and original character voices.

In addition to animation for kids, there is a strong adult-oriented, animation market with voices needed for action-adventure productions that are definitely R-rated.

Animation voice specialists work not just in cartoons, but also in commercials and other animated presentations. Los Angeles is the mecca for animation with work also being done in Orlando, Florida for the attractions industry and for an emerging animation marketplace in Toronto, Canada. Voice talent who live outside these markets are able to do some of this work from home.

Work is cast through talent agents, casting directors, animation houses and producers. While work can be done from a home studio, actors are often required to work in a professional studio where they will be directed as part of an ensemble cast.

Actors are often required to voice several characters in each production and are paid to voice a minimum of three voices in each cartoon.

Niche in a nutshell:

Animation, cartoons

- Scripts: Length varies. Specialized voice acting skills required
- Record in a professional studio or at home
- Work is booked through agents, casting directors and production companies
- Pay range: From \$600-\$900 for up to 3 voices in a program, depending on program length. Residuals will be paid for union work depending on the production company agreement and usage fees can be negotiated for non union work

Niche #10: Video Games/Interactive

The video game industry is experiencing explosive growth. 58% of Americans play video games. The average US household owns at least one video game console PC or smartphone where video games are played. In 2012, consumers spent over \$20 billion on video games. All types of voices are used but high energy and strong acting ability is required. Listen to a few video games and you'll know what I mean. While action adventure is a popular genre, there are also video games based on popular TV shows, as well as video games for little kids. Work is cast through talent agents, casting directors and video game production companies.

Niche in a nutshell:

Video Games/Interactive

- Scripts: Length varies. Specialized voice acting skills required
- Record in a professional studio or at home
- Work is auditioned for and booked through agents, casting directors and video game production companies
- Pay range: varies by production and number of voices you do
- A typical production would require you to voice up to 3 voices during a 4-hour session and the pay is about \$780 (more for additional voices).

Niche #11- E-Learning

More and more students and employees are using E-Learning to earn their degrees, build upon their knowledge base, and develop new skills. As such, an increasing number of online courses are now being offered in order to meet the ever-growing demand. Today, e-learning is a \$56 billion dollar industry. A valuable resource for businesses, e-learning saves at least 50% over traditional live instructor-based training. By 2019, it's estimated that roughly half of all college classes will be e-learning based. Over 40% of Fortune 500 companies now use some form of technology to instruct employees. For every \$1 that a company spends on e-learning, it's estimated that they can receive \$30 in

productivity.

Successful e-Learning narrators typically work from home, are comfortable with longer scripts, and have voices that are warm, pleasant and easy to listen to. They know how to teach with their voice and lead learners a wide range of material, from simple, to complex and technical.

Niche in a nutshell:

E-learning

- Scripts: Lengthy. From under an hour to many hours of instruction. Some of these jobs can be quite extensive, taking weeks or even months to record. Recording is typically done in a home studio
- Work is done for instructional designers and e-learning companies
- Some of these clients are offshore, especially in India
- Pay range: E- Learning narrators are paid by the finished minute at an average rate of \$25 per finished minute with a 10 minute (\$250) minimum. \$1500 per finished hour. Note: one finished hour of audio typically takes between 3-5 hours to record and edit

Niche #12: Foreign Languages (non-US English)

Can you speak another language fluently without an accent? If so, you may have a valuable voice over skill.

The biggest non-English voice over niche is Spanish. According to the 2010 U.S. Census, the nation's Latino population grew to more than 50 million, more than double its size in 1990.

There are hundreds of Spanish language radio and TV stations and many thousands of Spanish language commercials recorded each year.

Univision, the largest Spanish-language network by far, now reaches audience sizes that compete with the three major English-language broadcast networks (ABC, CBS and NBC). It recently launched a 24-hour Spanish-language news station. There are also ample opportunities for Spanish-speaking voice actors in non-broadcast productions.

At the Great Voice Company, most of the voice talent we hire are for phone systems and other interactive voice applications, are native speakers of other languages. We record in the major European and Asian languages as well as in some of the less widely spoken languages such as Haitian Creole.

Speakers of other languages can also market their voice to translation, medical narration and e-learning

companies. In languages other than Spanish, the speaker can often command a higher price because there is less competition for the work.

Niche In A Nutshell:

Foreign Languages

- Scripts: all lengths
- Broadcast and non-broadcast recording
- Recording is done in a home studio or on site
- Pay range: professional voice talent who speak languages other than English or Spanish can command rates that are 25% to as much as 100% higher than English although there is less demand for their work

Niche #13: Event Announcer

The major award ceremonies, such as the Academy Awards, Emmys and Grammys, feature the voices of live announcers. These men and women sit in a backstage booth during the ceremony and introduce the various show segments. It's a well-paid high profile gig open to only a handful of experienced well-connected talents. But did you know there are many other lesser known awards ceremonies? Some of these are broadcast and some are not. Big corporations often hold their own awards

ceremonies, typically in a hotel ball room, to honor VIPs, clients and top sales people. These event announcements are not live, but pre-recorded. For many years, I voiced the annual sales meetings for the Spencer Gifts chain of stores.

Niche In A Nutshell:

Event Announcer

- Scripts: short segments
- An enthusiastic, high energy delivery and excellent sense of timing is needed
- Recording is done in a home studio or live at the event
- Pay range: varies depending on the nature of the event

Niche #14: Political Voice overs

This is a highly specialized niche that coordinates with the election cycle.

Voice actors are hired to appeal to a specific electorate and sometimes, a regional accent or dialect is preferred, depending on the race.

Clients are political advertising and marketing agencies. Campaigns and outside groups spend billions of dollars on advertising with as many as 73,000 spots running in battleground states. The work is seasonal and things can get really busy between Labor Day and Election Day. In late

October it's not uncommon for a political ad voice actor to do as many as 25 spots a day.

There are 4 styles of political voice over: compassionate, patriotic, disenchanted and attack and actors must be able to do them all.

Niche In A Nutshell:

Political Ads

- Scripts: :30-:60 seconds
- Broadcast quality home studio, the ability to take direction and provide ultra fast turnaround required
- The director must be able to patch in to direct the talent.
- Pay range: \$400-\$1,000 per spot. Top political voice actors can make over \$100,000 during the political season.

8 Weird And Unusual Ways To Make Money With Your Voice

1. Talking Toys

When I was a kid I had a giant life-sized doll that talked when you pulled a string. Her name was Chatty Cathy and a voice actor recorded her voice. She sat in a chair and looked so real she scared the living daylights out of my mother. These days, we've come a long way from pull-string toys. There are over 6,000 talking toys on the market with embedded audio chips—from Despicable Me Action Figures to Dora The Explorer to Buzz Lightyear to Ben the Bear. Someone needs to record all those voices—it could be you.

2. Talking Devices

There are many devices that talk to you. I have a portable wireless speaker where a woman's voice tells you when the device is paired with your computer or when the battery is running low. I once forgot to turn it off and left it in a suitcase after a trip. A strange muffled voice woke me up in the middle of the night. Alarmed and frantic, I searched the house until I finally figured out it was my speaker!. Frankly, I felt like tossing it out the window. I'm the voice in a device that tells you where you left your keys or your glasses. If you hear a voice while searching for your glasses in the middle of the night, don't be alarmed and please don't throw the gadget out the window. It's only me.

3. Museum Guide

Whenever I visit a museum, I always get the audio tour. A voice walks me through the exhibit and gives fascinating details about the art. It really enhances the experience. Do a Google search and you'll see over a million entries for museum audio tours. Why not promote your voice to some of these companies?

4. Historical Sites

Colonial Williamsburg has talking tree stumps at the site of the Jamestown Massacre. Move from stump to stump

and a voice gives you the historical details. At the top of the Sears Tower in Chicago, pick up a phone and a woman tells you all about the Great Chicago Fire. These interactive exhibits are common at historical sites all across the nation. Poke around on line and you're sure to find the companies that produce this audio.

5. Transportation Voice over

My friend Bernie Wagenblast is the voice of the New York City Subway and the monorail at Newark Airport. There are recorded voices at airports and amusement parks everywhere. That could be you telling people to mind the closing door.

6. Christmas decorations

Here's a weird one. One of our program grads Pamela Almand has an eccentric neighbor who does elaborate Christmas decorations—the kind you can see from an airplane. As you drive by the decorations, you tune your car radio to the neighbor's little radio station to hear Christmas music and Pam's voice wishing you holiday greetings. She made good money for it too. Keep your eyes open and you might find similar unusual voice over opportunities near you.

7. Real estate information

Like the guy with the elaborate Christmas decorations, some real estate companies install transmitters outside homes for sale. As you drive by, you can tune your radio and get information about the home recorded by a voice actor. There are also real estate channels on the local cable network. Watch those shows and the production company should be listed in the credits at the end. Give them a call and see if you can be their next voice.

8. Attention shoppers! Point-of-Purchase Video and Radio

Also known as POP Radio, you hear these in-store radio networks in the supermarket and chain drugstores. Between the music, voices give recipes, tips and tell you about special deals. Point-of-Purchase videos are often found in department stores at the makeup counter and at big box retailers like Bed Bath and Beyond. While shopping at Bed, Bath and Beyond for a kitchen gadget, I heard a familiar voice. It was my own, narrating a video for OXO. I gave the saleslady my autograph—on the credit card slip. Do a search for point-of-purchase in store networks and you'll find the production companies that produce these programs and hire the voices.

FAST ACTION

Implementation

RESOURCES

Putting Your Plan Into Action

Before You Start: Seven Steps To Setting Yourself Up For Voice over Success

When you implement the easy strategies I outline in this book you'll soon find that voice over can become the ideal money hobby or work-from-home opportunity you've been searching for. The sampling of success stories below illustrates the extensive possibilities you have in voice over:

- Fee to voice a 20-page non-broadcast corporate narration space: \$700
- An extra \$75 to voice a radio commercial in a small market
- \$375 to narrate a 3-page training video
- Fee to narrate an audiobook- 8 finished hours \$4,000
- 200 telephone voice prompts \$225

- 1 hour e-learning narration (finished audio) \$1,200
- Huge e-Learning project that took 1 year to record from home \$ 94,000
- 4-page medical narration \$750
- Video game residual check paid to union voice talent \$100,000
- Narrate an 80-page business e-book for a financial advisor \$3400
- Large text-to-speech application for IBM \$10,000

These results come from people in a range of professions: teacher, retired airline pilot, corporate trainer, manager, retired architect, stay at home mom, IT professional, long-haul truck driver, nurse and more.

Each has a unique goal for his or her voice over business. Yet, in spite of these differences, all took the same 3 steps to achieve their success:

1. They defined a strategy for their career.
2. They got professional training in performance, marketing and basic home recording skills and made a professionally produced demo.

3. They implemented their marketing plan.

It seems so simple, yet many people miss one or more of these 3 steps when it comes to getting started in voice over. However, it's no different than developing a strategy and a marketing plan for any business. A solid business strategy for your voice over career is the secret to making real money with your voice.

So where do you begin? I suggest starting with the steps below. You'll note that each of these steps contains at least one question. The answer to these questions will help you develop a plan and strategies that will work best for you.

1. Have A Professional Talent Advisor Assess Your Voice And Review Your Goals

This is the most important step to take before getting started. Our talent advisor will listen to you read a few scripts and complete a comprehensive assessment in these key areas: diction, reading ability, voice quality, and vocal energy level. Our advisor will also review your goals and make a recommendation about the niche markets where you'll stand the greatest chance for success.

To book an enjoyable and informative voice assessment with our talent advisor, contact us at

800-333-8108 or info@greatvoice.com or visit www.greatvoice.com

2. Review the opportunities in the 14 niche voice over markets and take my easy niche-finder quiz

Which niches appeal to you? In which of the niche markets are you able to make the most of your professional skills and life experience?

3. Review the items you'll need for your basic Level One home studio and determine the best place in your home to record.

I gave you an overview of your home studio in Chapter 4.

4. Develop your list of friends and promoters who can help.

It's likely you already know one or more people who know someone who hires voice talent. This will be the first place you go when you're ready to launch your new voice over business.

5. How to have a voice over demo that gets you noticed and gets you work

Before you get hired, all prospective customers will want to hear a professionally produced sample of your

work. This voice over demo is your key marketing piece but it must be properly and strategically produced.

Voice over demos are short—typically no longer than ninety seconds. The demo is a compilation of several pieces of copy to showcase your voice and performance skills. Many voice over artists have several demos, one for each niche market, featuring scripts from that niche.

Our coaches work with you to select the scripts and help you prepare for your recording session. They will direct you in your headphones as you record. It typically takes an hour to record your demo voice tracks. We then select the music and edit and produce the voice tracks, delivering the finished demo to you in about 2 weeks.

But before you walk into a studio to record your demo, you must determine a strategy to reach your target niche market and you must be properly trained. Without this preparation, you'll just be wasting your time and your money

At the Great Voice Company, our Voice overTraining Institute (VOTI) program is a carefully curated, blended learning program that enables most people to launch their voice over career in about 6 months.

This comprehensive program consists of a series of private Skype or telephone coaching sessions with one of our coaches, a custom, a professionally produced demo, monthly group coaching calls, support for mindset issues and training in how to build and implement a customized marketing plan to grow your career.

For more information contact The Great Voice Company at 800-333-8108 or info@greatvoice.com

6. Set up a System That Drives Business To You

Your demo alone will never amount to much. But place it within a marketing system and you'll have the power to launch a successful voice over career in record time. Your voice over marketing system can include some or all of the following:

- Social media networking on LinkedIn and Facebook
- An optimized website
- Networking at local business and industry functions
- Phone and email queries
- Distributing your demo to people of influence:
Friends and industry professionals
- Pay-to-Play casting sites
- Talent agents
- Postcards and other creative mail pieces
- Lead generation on Fiverr, Elance and other sites
- Meeting prospective voice buyers at professional conferences

Don't be intimidated by this list or try to do everything all at once. Just choose one or two marketing strategies

that appeal to you. As they prove fruitful, you can add other strategies as you go along.

7. Get Started!

The next step is in your hands. I've given you advice, outlined the steps you need to take and made specific recommendations about how to get started. Remember, success in voice over isn't just about your voice. It's about using your voice as a valued resource to serve your clients and customers. Follow my roadmap, be of service and you'll reap the rewards.

About Susan Berkley

As voice of AT&T and Citibank and founder and president of The Great Voice Company at www.greatvoice.com, Susan Berkley is one of the most listened to voices in America--but she's also helped launch more successful voice over careers than anyone else on the planet and no one on the inside of the voice over world disagrees.

A former radio personality and cast member of the Howard Stern Show, Susan launched her voice over career as a way to free herself from the clutches of a life as a wage slave in Big Media. She struggled at first but then met her mentor Dr. Norberto Keppe, from Brazil who helped her overcome the "head trash" self-doubt and unconscious acts of self-sabotage that plague every artist and entrepreneur. Keppe's groundbreaking work informs her teaching and mentoring programs. She also devoted herself to the study of sales and marketing, systemizing a proprietary "Monetize Your Voice TM" method that she teaches in her training programs.

Other voice talent call Susan "the most respected voice over teacher alive"... and the list of well-known talent who freely reference Susan and The Great Voice Company as their primary mentor for voice over training is staggering.

Berkley was a pioneer in innovative and uniquely effective forms of voice over training (the first to use teleconferences and virtual seminars as effective training tools), and the first to publish a popular Voice over ezine, *Inside Voice over*, still widely read by tens of thousands of beginning and professional talent world-wide.

Her popular Voice over Bootcamp Recording Studio Immersion Experience and Voice over Training Institute or VOTI program -- is hailed as the gold-standard for hands-on voice over training.

Because she comes from a family of entrepreneurs, (her grandfather was the co-creator of Archie Comics) Susan has a deep respect and love for great marketing that is both ethical and fun. .She long ago realized that great voice over careers are born not by learning to audition and perform just a little bit better than everyone else but by applying the simple secrets of proven sales and marketing

techniques.

If you truly have a desire to do voice over work and the urge to share the gift of your voice with others then it's your job to understand how to get your message across in a way that hits home.

Marketing your voice over services isn't brain surgery... but it does require that "a-HA!" moment of clarity most voice talent never have.

From developing your performance skills behind the mic, learning to record pristine quality audio from home and then getting to work, Susan Berkley's SIMPLE Monetize Your Voice System [™] takes you step-by-step through the process of starting and sustaining a great voice over career.

Best of all, it's easy, fun ... and completely removes the "sticking points" that confuse so many emerging voice talent .

This is where Susan and the team at The Great Voice Company will show you the way. If you've ever wondered how great voice over careers are born, you're in for a treat and an honest discovery that really can change your life overnight.

For more information on how to start your voice over career, visit www.greatvoice.com or contact The Great Voice Company in New Jersey at 800-333-8108 or info@greatvoice.com

The Great Voice Company
110 Charlotte Place
Englewood Cliffs, NJ 07632

Raving Fans

Top Notch Training And Support

“Had a voice assessment, took the on line course (Voice Over Step by Step) then attended the 3 day boot camp in NYC at Avatar Studios. Concluded with private phone tutoring with an amazing coach (Rose) and nabbed my first gig at the demo recording she trained me for! Love my career and can't thank Susan and the team enough for the excellent training. The absolute best way to break into the business is with Susan Berkley and the Great Voice Team.”
-Ray Callahan, Coral Springs, FL

If You Are Serious About Your Career, There Is No Other Worthwhile Choice.

“Susan and her team at Great Voice have been there for me every step of the way. Everyone I have encountered and worked with have been generous with their knowledge and time, helping me through my mental-blocks and fears, with patience and respect. Working under Susan's direct personal guidance this year has transformed me in ways that would be impossible to properly communicate. The Great Voice Company is not even remotely like the other voice actor assistance programs out there that offer intangible solutions, while draining you of your money. If you are willing to do your part (no matter how hard it may be), I can assure you that Susan and her staff will guide you through the maze, leading you to true and sustaining success within this industry.”- *Billy J. Atwell Chicago, IL*

Lives Up To Their Promise

“I was interviewed and accepted into their Voice Over Training Institute (VOTI), and to-date it has been an amazing experience for me. The Bootcamp definitely helps to build confidence. The personal coaching, online training and weekly conference calls are all phenomenal. The program continues to equip me with all of the information and tools that I will need to launch my voice artist business. Susan Berkley is so relatable and willing to share her success to help others move forward in the field. All of the staff and trainers have been exceptional and I am grateful to be a student in The Voice Over Training Institute.
-Linda Paige, Tampa, FL

Great Voice Is Great Value!

“The Great Voice Company has been a valuable resource for me. From inspiration, education and implementation; I've received the knowledge, skills, and a great demo to be confident and launch my VO endeavor”.
-Sylvia Adams, Calumet City, FL

Great Place To Learn The Craft

“The Boot Camp not only showed me how to perform Voice Overs but gave the opportunity to practice and receive critiques from Susan Berkley and her staff of friendly, patient, and honest instructors. They taught me how to Market myself, an added Bonus. Great Place to learn the craft” *-Bobby Bryant, Somerset NJ*

Great Info, Great Boot Camp, Great Fun!

“I absolutely enjoyed my experience at the Great Voice's fun-filled, knowledge-packed VO Bootcamp. I emerged with a renewed confidence that my dream .is absolutely within reach and waiting for me to take hold and make it grow. The Great Voice Bootcamp is top notch and I'll shout it from the roof tops to every producer, casting director and agent /manager who will listen. Susan, Adriana and Randy are phenomenal instructors/mentors/coaches. Each of them crafted lesson plans which provided me with the most relevant, salient info helping me and my fellow VO artist to skillfully and intelligently navigate today's VO industry waters. truly honored, humbled and better for meeting all of you .” -Kendall Brown, Dayton OH

Amazing Experience With Great Voice

“The online content was well made and informative from acting tips to using the technology of the voice over industry. I really think Susan’s acting methods have improved my skills immensely. My favorite part of my training was the one-on-one coaching. The conference calls were excellent and paired well with the one on one coaching. I could hear how others were implementing the same direction on the same script and it certainly opened up my voice over bandwidth. The best part was the customer service. There were some promises made when I purchased my program that were not included in the program. The company backed the word of their employee without making me feel uncomfortable. This tells me that even if a mistake is made the company will be there to fix and deliver. I would refer anyone looking to get a great start in their voice over career to Great Voice.”

-Jay North, Seattle, WA

A Five Star Experience

“Three days of voice acting enlightenment. The warm and caring group I had the pleasure of spending three days with had flown in and drove in from all over - Ohio, Texas, Atlanta, New Hampshire, New Jersey and right here in New York. Susan spent the entire three days with us and her tone was warm and honest as she shared her decades of experience; her team, Mark, Adriana and Chris showed unlimited passion about their craft. A wonderful and enlightening experience. Worth every minute.”

~Shakila Caruso, Valley Stream, NY

The Great Voice Company Delivers

“Susan is genuine and so is her staff. They are all caring and knowledgeable. So many little golden gems of information - based on experience and gained wisdom.”

- Sandie Fairman, New Columbia, PA

Training, Direction & Marketing Focus

“I've trained with both Susan Berkley & Adriana Davis, thru the "4 Pillars of voice over success" and directing me thru my 2 demos. Both Susan & Adriana are attentive to your schedule & can work around most scheduling issues . I found that to be most helpful. I joined the Platinum Team with Susan guiding me towards what I feel & see will be a very rewarding & FUN career in VO.”

-Steve Mallory, Pleasanton, CA

Absolute Superb Support For Your Career

“The great voice company and Susan Berkley are the very best resource for understanding how to evolve your voice talent in to a career and/or get help in support of any type of voiceover media project.” -*David Bartley, Keller, TX*

They Deliver On Their Promise

“I Participated Last Fall In Susan's Voice Over Bootcamp Recording Studio Immersion Experience. Everything was perfect! From the location to the content and the real life experiences shared. I walked out of the Bootcamp with a roadmap on how to launch my VO career. I was lucky enough also to have been paired with Adriana Davis as my coach. She has such a positive disposition, she's gentle with feedback yet tells you like it is. She's also very encouraging! I learned so much from her. Overall, working with Susan and her team was a great experience for me. I felt that they delivered on what they promised and I confidently recommend Susan and her company for any person looking to get into VO but doesn't know how to start” -*Adi Kaskavalciyan, Miami, FL*