

GET TRACTION

In Voiceover

There are a lot of ways to get started in the voiceover industry, but you're not interested in cutting corners or working for less than you're worth. You want to build a sustainable, respectable business that pays the bills and that you can be proud of. You want to get **TRACTION** in the industry. So, what is the fastest way to get from zero to **TRACTION** in voiceover? Well, first, let's define **TRACTION** as it's meant here.

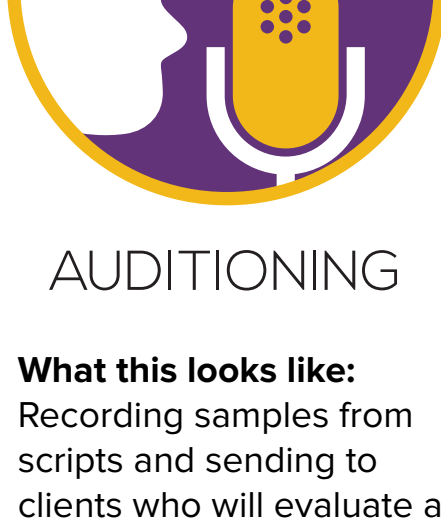
traction

/trakSH(ə)n/
noun

1. as it pertains to a voiceover business, the state of one's business when the continual input of time and energy begin to propel it forward, increasing in profitability, and growing stronger as time passes.

So, now that we're clear on what we're going for, here are the 3 methods of getting **TRACTION** in voiceover.

3 WAYS TO GET FROM ZERO TO TRACTION IN VOICEOVER



AUDITIONING

What this looks like:
Recording samples from scripts and sending to clients who will evaluate all submissions and choose one for their project.

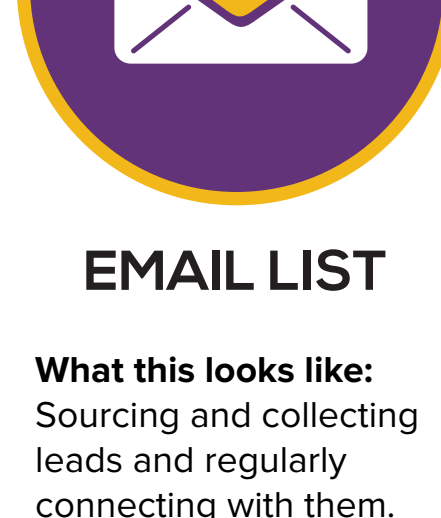
What this does for you:
Gives you opportunities to book work, build relationships, and "practice" with real scripts.



NETWORKING

What this looks like:
Attending networking events, being intentional and strategic about introducing yourself to people in the real world and online, being in as many places as digitally possible.

What this does for you:
Grows your network of potential clients, creates relationships, increases your brand awareness.



EMAIL LIST

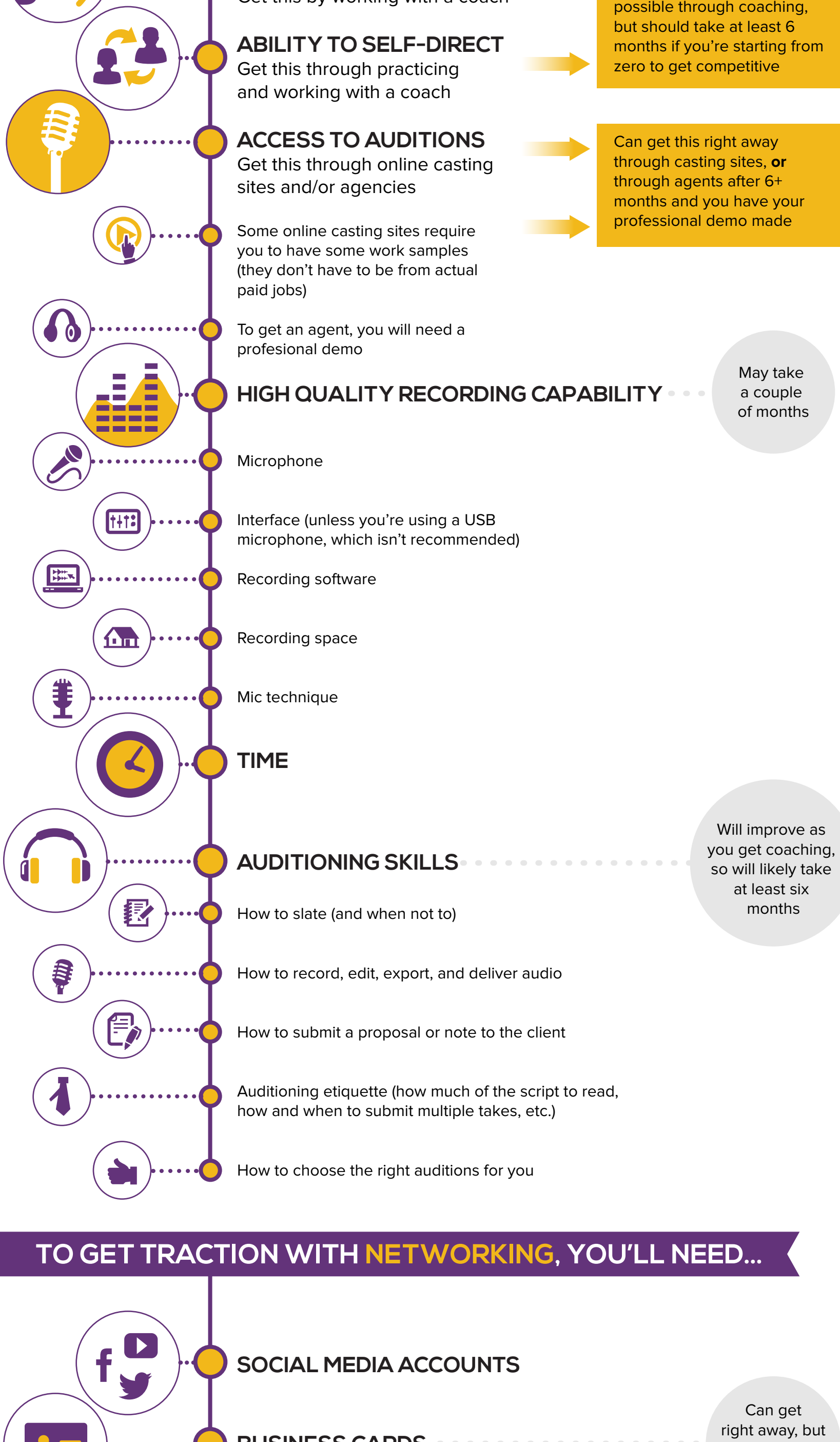
What this looks like:
Sourcing and collecting leads and regularly connecting with them.

What this does for you:
Gives you leverage, puts you in charge of how and when you interact with potential clients, and keeps you top of mind.

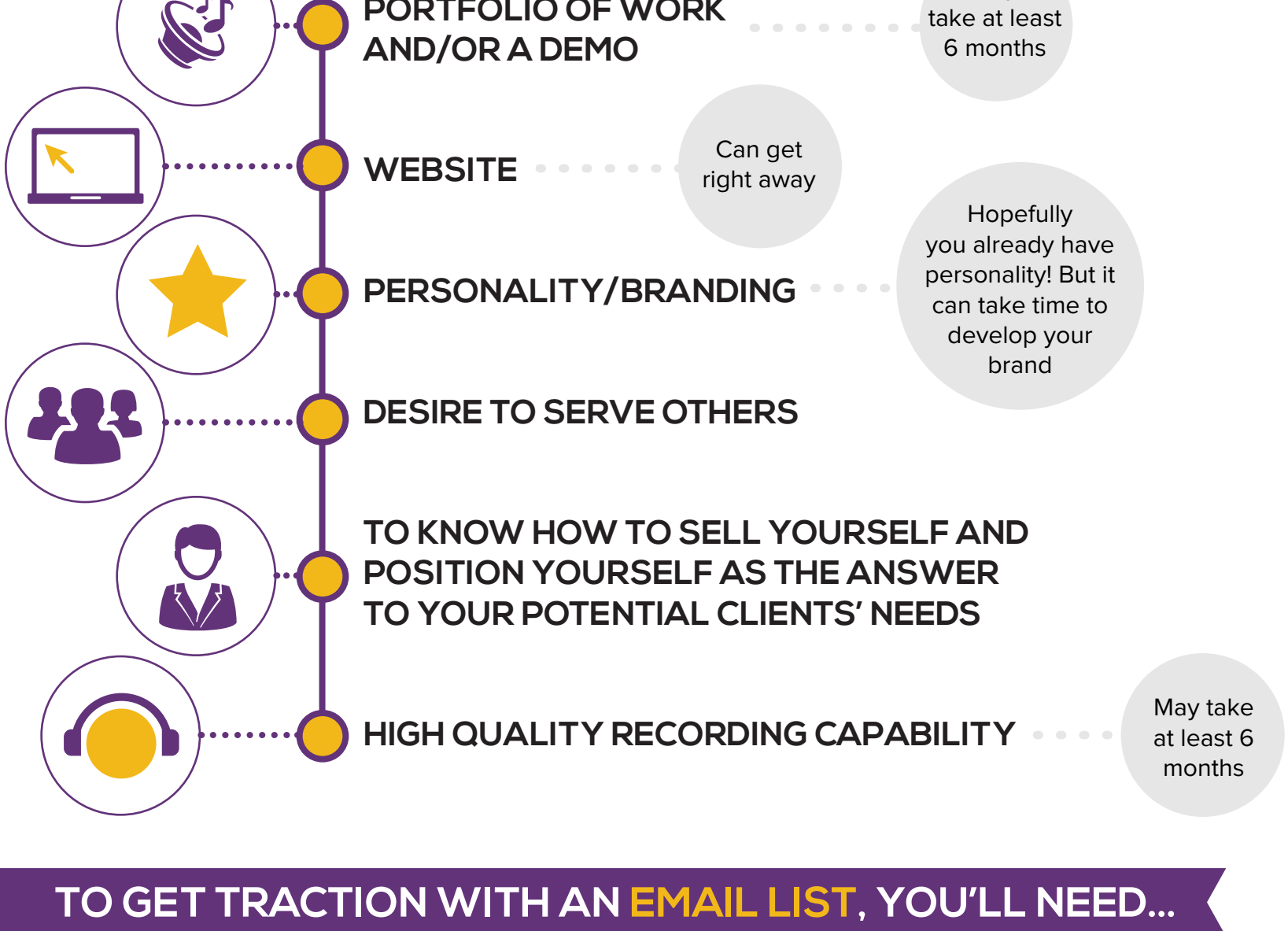
The Email List is the anchor. Everyone should have an Email List. So as you get jobs and make connections through Auditioning and Networking, you will add those contacts to your Email List so that you can continue to build relationships.

WHAT YOU NEED TO GET TRACTION

TO GET TRACTION WITH AUDITIONING, YOU'LL NEED...



TO GET TRACTION WITH NETWORKING, YOU'LL NEED...



TO GET TRACTION WITH AN EMAIL LIST, YOU'LL NEED...



These methods will all look different, depending on the type of business you want to have and the type of voice actor you want to be...

WHAT KIND OF VOICE ACTOR DO YOU WANT TO BE?

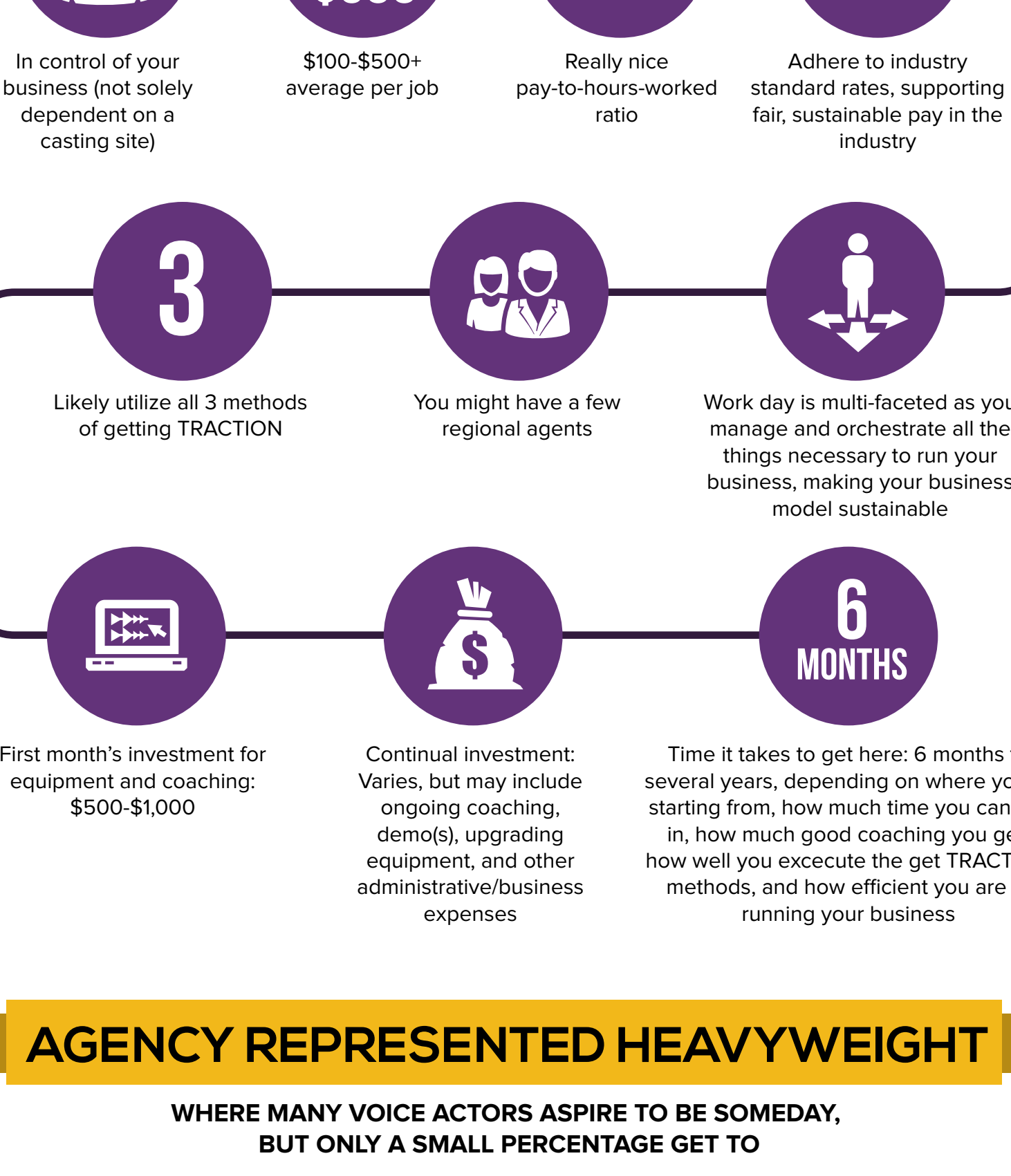
GIG

WHERE A LOT OF UNINFORMED VOICE ACTORS START



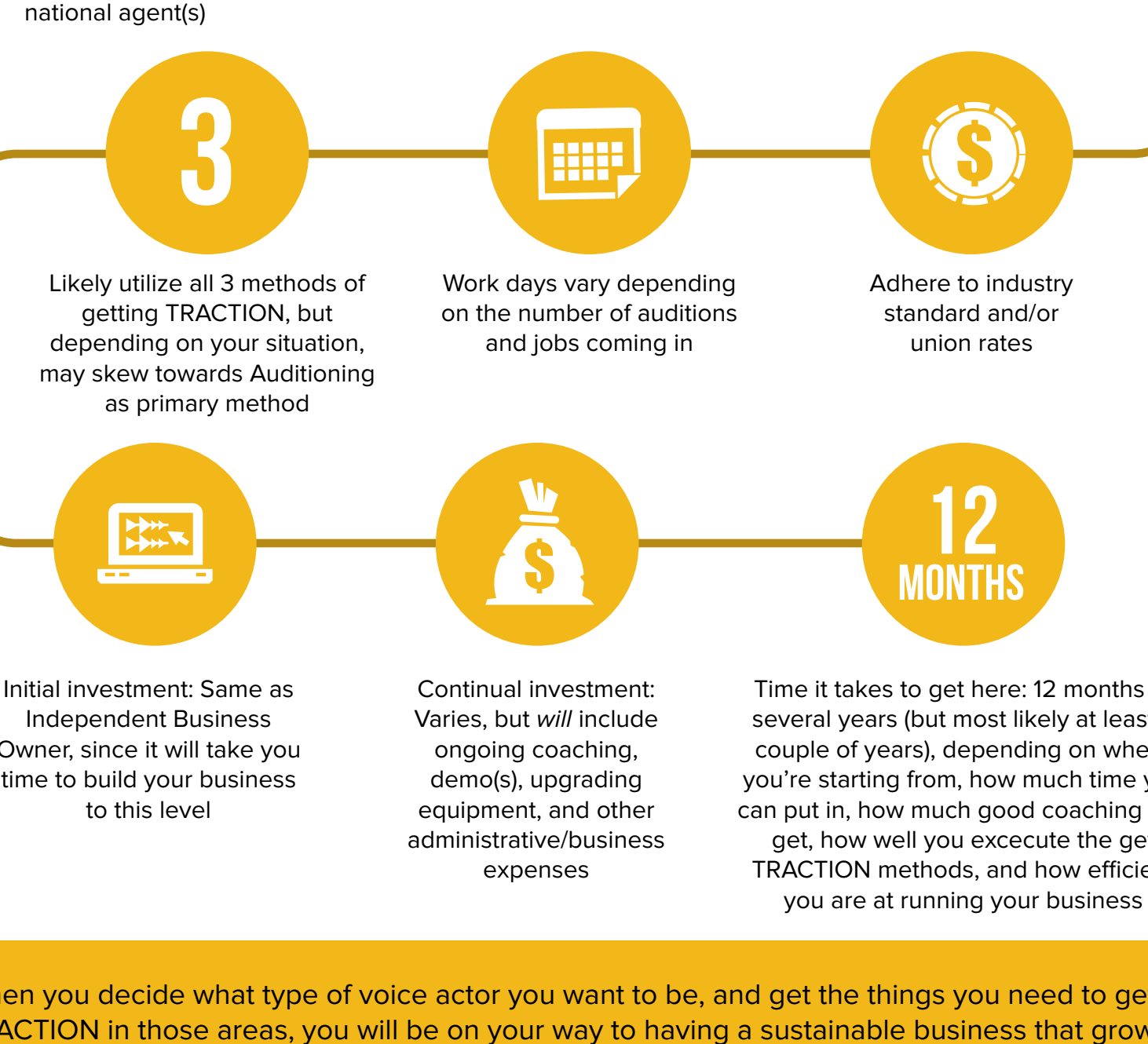
INDEPENDENT BUSINESS OWNER

WHERE MOST SUCCESSFUL VOICE ACTORS WILL FALL



AGENCY REPRESENTED HEAVYWEIGHT

WHERE MANY VOICE ACTORS ASPIRE TO BE SOMEDAY, BUT ONLY A SMALL PERCENTAGE GET TO



When you decide what type of voice actor you want to be, and get the things you need to get **TRACTION** in those areas, you will be on your way to having a sustainable business that grows stronger and stronger as you implement each method.



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