

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. trac•tion

> 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,

/'trakSH(ə)n/

increasing in profitability, and growing stronger

noun

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



### 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.



## 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.

## 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...



when you interact with potential clients, and keeps you top of mind.

zero to get competitive

through casting sites, or

through agents after 6+

months and you have your professional demo made

May take

a couple of months

Will improve as you get coaching,

so will likely take at least six months

Can get right away, but

should align with your branding

May take

at least 6 months

> May take a couple

months to

form

Can get right

an ongoing process

May

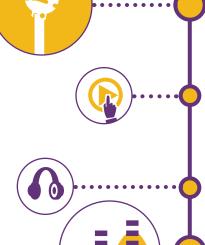
6 months

Hopefully you already have personality! But it

can take time to develop your brand

### PERFORMANCE SKILLS Start getting this as soon as Get this by working with a coach possible through coaching, but should take at least 6 ABILITY TO SELF-DIRECT months if you're starting from

### and working with a coach **ACCESS TO AUDITIONS** Can get this right away



## (they don't have to be from actual paid jobs) To get an agent, you will need a

sites and/or agencies

Get this through practicing

Get this through online casting

Interface (unless you're using a USB microphone, which isn't recommended) Recording software

How to record, edit, export, and deliver audio How to submit a proposal or note to the client Auditioning etiquette (how much of the script to read, how and when to submit multiple takes, etc.)

AUDITIONING SKILLS

How to slate (and when not to)

**BUSINESS CARDS** PORTFOLIO OF WORK take at least AND/OR A DEMO



Can get A DATABASE right away AN OUTREACH AND FOLLOW-UP STRATEGY

TO KNOW HOW TO SELL YOURSELF AND

POSITION YOURSELF AS THE ANSWER

TO YOUR POTENTIAL CLIENTS' NEEDS

HIGH QUALITY RECORDING CAPABILITY

away, but they will COVER LETTER AND RESUME evolve as your business does 6 months to a year from

**CLIENTS YOU WILL TARGET** 

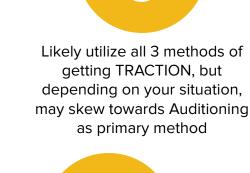
## These methods will all look different, depending on the type of business you want to have and the type of voice actor you want to be...

running your business

things necessary to run your business, making your business model sustainable

**MONTHS** 

national agent(s)





Pay days are

Adhere to industry

standard and/or

union rates

Must be available on

short notice

to this level

Initial investment: Same as

**Independent Business** 

Owner, since it will take you

Varies, but will include ongoing coaching, expenses

Continual investment:

you're starting from, how much time you can put in, how much good coaching you get, how well you excecute the get TRACTION methods, and how efficient you are at running your business

Time it takes to get here: 12 months to

several years (but most likely at least a

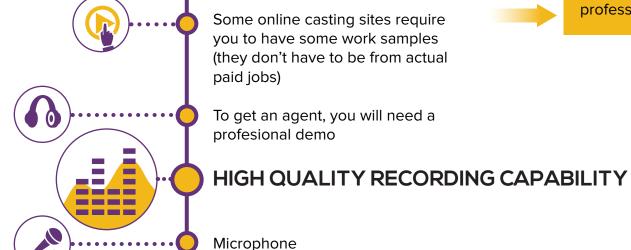
couple of years), depending on where

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.



# connecting with them. What this does for you: Gives you leverage, puts you in charge of how and

**HOW LONG** THIS TAKES



Recording space Mic technique

TIME

How to choose the right auditions for you

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

SOCIAL MEDIA ACCOUNTS

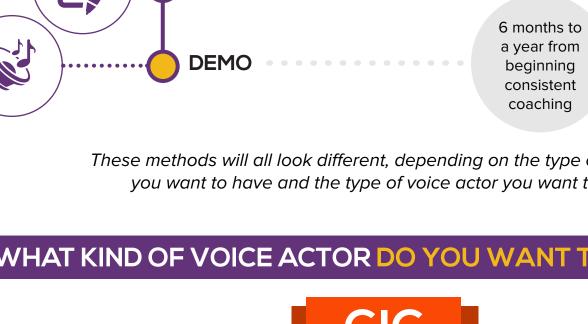
Can get WEBSITE right away PERSONALITY/BRANDING

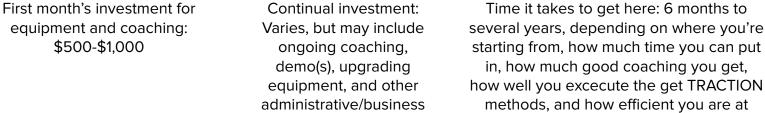


A STRATEGY FOR REGULARLY MAKING

NEW CONNECTIONS TO ADD TO YOUR LIST

CRITERIA FOR THE TYPE(S) OF POTENTIAL





expenses

AGENCY REPRESENTED HEAVYWEIGHT

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







