

# EXPECTATIONS MODULE

## GET TRACTION COURSE

Carrie Olsen: Alright, welcome to the expectations lesson in Get Traction in Voice Over. This is something that I wanted to make sure we put at the front of this course, something that we talked about in detail because it is so important. Depending on where you're coming from, you could have a million different ideas of what it means to be a voice actor, of what it looks like and of what you should expect, not only from this course, but from the industry overall.

And so, I want to give you a solid framework of the things that I wish I had known when I was first starting out and things that people have told me as they have gotten started and gotten traction in their voice-over business, what would have been helpful for them to know. And just thinking about where you are currently in your business, what is going to be super helpful to not only for you to know from an information standpoint but to keep you motivated as you go through. Because if you have the wrong expectations, there might be some things happening in your business that are absolutely normal but because you're not sure and you didn't know it feels off, and so you lose motivation. And so, let's talk about what is normal.

Expectations are such an important part of the getting traction process because you might be in a position where you are fully capable of being successful. But if your expectations are off, you will be more likely to lose motivation and never reach traction, which would just be tragic. So, building a voiceover business is a lot like building any other type of freelance business like graphic design or freelance writer but the difference is, you're learning the job at the same time that you're building the business.

# EXPECTATIONS MODULE

## GET TRACTION COURSE

So in voiceover, you're learning as you go. Most likely, if you decide to become a graphic designer, you've studied that, you've gone to school, you've done it before and your job then is to market your services to people; same with freelance writing. But with voiceover, for most people, you're doing the marketing piece simultaneously at the same time as while you're learning how to do voiceovers.

So, just keep that in mind if you think, "Man, this is harder than what I thought." Remember that you're building, and growing, and establishing your business from the business side and the marketing side at the same time that you're learning the skill itself. And something, word of encouragement there, is that you can learn it; you can learn both sides, so you're not always doing both at once.

Now, as you mature and as you get traction, you'll likely keep coaching and you'll likely keep running the business side of your business but both will be easier. You won't be starting from scratch, you'll have that foundation and that baseline. That means that this is going to take time. Before you have clients, you work on the business side. It's not sexy, it's not cheap, and it's not easy, but it can be fun. I think it's so much fun.

And seeing your business grow and develop is not only fun, but when you start to earn an income, oh my gosh, it's so rewarding as well. So, I encourage you to put in the work and just have the expectation that no, it's not going to be sexy at the beginning, it's not going to be cheap. Now, compared to other businesses, it's extremely cheap to start a voice-over business. It's not like you have overhead or anything like that, but it's going to be more than just buying a microphone.

# EXPECTATIONS MODULE

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And it's not easy. If it was easy, everyone would do it and everyone would be successful. It's not easy to do. You have to be dedicated and you have to expect that. Expect it's not going to be, "Oh, I buy a microphone, I'm booking work." Now, I don't think that you have that expectation, I think that you're here because you've already put in some investment and you want to put in the work, but just to reiterate -- and just because I think it would be irresponsible to leave this kind as a blank that, "Oh, it could be easy." I think it's important that it's not going to be easy like with any business and especially for something that you're wanting to be able to replace your income eventually. If that's your goal, it's going to take work to get there.

Here's the deal about expectations. You can't rush the talent part as you're developing your talent, you have to take the time to do that. But the more time you can devote, the sooner you'll start to get momentum, so don't try to rush it, let the development process happen. And the more time you can devote to that process, the sooner you'll start to really grasp onto those concepts of developing your content and your skill.

Okay, so let's talk about the grounding aspects of voiceover. And I hope I'm not driving this home too much because we will get to the fun parts and it is definitely something that, with the right tools, you can absolutely do. But just to cover all the bases here. You're not likely to get rich as a voice actor, at least not right away. And I say you're not likely to get rich, and that depends on your definition of rich.

Some people would consider me rich with the income that I make from voiceover. I don't consider myself rich but I make a lot of money as a voice actor. So, you can make a lot of money and some people are rich. As voice actors, they're making millions with what they do. Now, that's a very small

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portion of people and they have worked very hard and very long in the industry to get to that point. But you can earn a good living as a voice actor but don't think that this is one of those everyone's just going to be rich because of this.

You can make a good living, but you're not likely to get rich, at least not right away. And if you just like doing voices, remember that you have to read other people's words for a specific purpose. So, if your why is as far as getting into voiceover, the reason why you want to get in is, "Well, I like doing voices." Maybe, if you only like doing voices that are in your own head and it's fun for you at parties to kind of show what you can do and it makes people laugh, that's great, and you can channel that and you can use that for voiceover.

But your entire day of being a voice actor, you're reading scripts from other people's minds that you've got to read according to their direction. So, if the excitement and if the joy that you get out of voiceover is on you creating your own things for reasons that are personal, that might not translate to when you sit in your booth and you've got four hours' worth of e-learning to narrate. That might not translate. So, just another grounding thought that you've got to love the process of doing voiceover, and of creating something unique and connecting with a specific audience from someone else's words.

It's kind of like creating a new creation, because you've got the words on the script that someone else wrote and then what you bring to it, and how you're going to make that special, and how you're going to speak to someone specific from someone else's words. I think that's kind of the art of voiceover. So, if you like doing voices and you can get into animation or something like that where you can really feed that niche or feed that specific love that you have or desire, that's great.