

TRACTION LESSON

GET TRACTION COURSE

Carrie Olsen: Welcome to the traction module of Get Traction in Voiceover. This is a really exciting module because we are talking about the thing that we came here to achieve, what it is that we want; and that is traction. So let's talk about what traction is and we're going to answer a few questions here in the big picture. So, what is traction? What does traction look like? How do you know when your business has traction? We'll also talk about what traction isn't, how to get traction, and then how long it takes to get traction. So, let's go ahead and get started.

So, here's our definition of traction: as it pertains to a voiceover business, the state of your business when due to the continual input of time and resources, your business is propelled forward, increasing in profitability and strength as time passes. In true voiceover fashion, let's break down this definition. So, a couple things that I really love about this is it emphasizes the continual input of time and resources. So, traction doesn't happen on its own, it doesn't happen by accident but it happens because you are putting in to your business. And we'll talk about specifically how to do that, the best and the most efficient and effective ways to do that.

I also love the word 'propelled', because when your business does reach that point of traction, it does feel like it's being propelled as if you put in the work and now it's kind of going on its own. You can afford to, for a day or a week if you needed to, you could put it on autopilot, and it would go. So, if I stopped putting in 'inputs' right now to my business, it wouldn't die immediately. I've put enough into it. I have enough clients in my pipeline that I would still be booking work even if I didn't do anything today.

So, that's kind of the idea of it being propelled forward. Now, I'm not saying that you want to get it to a point where you stop working entirely. Obviously, that will backfire on you but that's one kind of checkpoint that

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you can look to and say, "If I stopped working today, would my business die immediately?" And if the answer is no, then you are on your way or have achieved traction. And then increasing and profitability and strength as time passes. So, as time goes on due to this continual input, your business is going to get stronger and you're going to earn more.

One of the most exciting and fun benefits of getting traction in your business is that it gives you confidence. You no longer feel like -- Have you heard of impostor syndrome, where when you start doing something and you're not quite sure if you fit or not, you're thinking, "Oh my gosh, what am I doing? I'm saying I'm this but I don't feel like I'm this." And when your business starts to get traction, that goes away and you start to feel like you really are a voice actor. You feel better about reaching out to people, you feel more confident that you can solve people's problems with your voiceover skills. So, there are just fun things that happen psychologically when your business starts to get traction as well.

Now, what does traction look like? It looks different depending on the type of voice actor you want to be and the genre of voiceover that you want to work in. So, if you're an independent business owner voice actor and that's kind of where you want to be, that looks different from getting traction as an agency represented heavyweight. So, those two things look a little bit different. If you look at our infographic, our roadmap, it kind of talks about what the day to day looks like for those two different categories.

And then of course, the genre of the voiceover that you want to work in makes it look different as well. If you want to be an animation voice actor versus an e-learning narrator versus a commercial voice actor versus a promo voice actor, those things look different as well. But just to give you

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an overview of some things that you can expect when your voice over business has traction: You're earning a regular, predictable income with voiceover. You know what you're going to do when you wake up every day. You have clear organized business operations or tasks that you run to run and maintain your business. And you know you have traction when you can 'take your hands off the wheel' for a period of time and trust that your business will drive itself.

Okay, so let's talk a little bit about what traction isn't. It isn't booking one job. It isn't booking a job here or here and there, like maybe once a month, and it's also not acquiring voiceover things. And this is kind of a tough one because you can get into this pattern where maybe you're not booking work as regularly as you want to, so to kind of give yourself that rush or that high or make yourself feel that success, instead of booking a job, you go out and buy new microphone, or buy a new interface, or put a little bit more padding on your voiceover booth, or buy another voiceover course.

You get more things and that kind of satisfies that feeling of, "Okay, I'm doing something." And while it's important to train, and it's important to get coaching, it's important to have the right equipment, and the right booth and setup and all of that, that does not substitute for getting traction. So one question you can ask yourself when you're about to make a purchase, "Is this something that's going to take me closer to my voiceover goals?" or "Is this something that's kind of a distraction or a detour? Is this something that I can do without right now? Should I put this money and energy, and effort, and time towards something like a coaching session, or practicing; something that's going to get me closer to what I want to achieve in traction, whether that's auditioning, rather than buying something new and shiny?"

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Okay, so now, let's jump in into how to get this traction. And this is the meat of the course if you will or at least the meat of this lesson. So, we've got auditioning is the first method of getting traction. Networking is the second method of getting traction, and that's both online or in person, and then email list. Email list is the all-important method of getting traction, because regardless of which method you start with, whether it's auditioning, or networking, or email list, eventually you're going to have an email list because that's kind of the hub of your business.

So, as you audition and meet people and potential clients and book work that way, and as you network and reach out and meet people that way, all of those people will get funneled into your email list so that you can then continue to reach out to those people, stay top of mind and book continual work; make recurring clients out of people who may have ended up being one-time clients had you not put them on an email list so that you can follow up with them regularly.

So, we've covered an overview of what those three methods of getting traction are. We'll go into much more detail with those, but let's continue on with traction: How long does it take to get traction? And this varies, obviously, and if you've looked through our infographic roadmap, you can see depending on the different type of voice actor that you want to be, and just where you're starting from and how much you can put into your business, it's going to vary. But I do want to cover in detail what your expectations should be.

So, in our next lesson, we're going to get into expectations. But for now, I want you to go ahead and do the assignment below and on this page and think about when you have traction you get confidence. So, what are some of the insecurities that you have right now? If you were to book, maybe you're already booking voiceover work, maybe you're not, but if you were to either book your first job today or to book more than you're used to,

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what would be some of the insecurities and questions that you would have at where you are currently right now because you don't have that traction?

So, fill out that assignment and let me know what your current insecurities are, and we'll talk about how those will be addressed throughout this course as you learn what it takes to get traction in your voiceover business. Okay, see you in the next lesson on expectations.

