

# Voicing Commercials – Part 2

## Class Notes

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presents  
**Voicing Commercials – Part 2**  
Created by David H. Lawrence XVII

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**This is an Art class.**  
It's all about the storytelling.

**Art**  
The skill of **storytelling** how to voice commercials, animation and narration. It's where almost all other voice over classes stop.

**Commerce**  
The **business** of the business. How to connect customers, when to show them your wares, how to fill their needs, and how to price and collect your fees.

**Science**  
The **technology tools and digital skills** needed to create and locate voice over/under practice. The science is always changing.

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**Here's the plan for class.**

**Introduction**  
Voicing Commercials: how commercials are the mother lode.

**Lesson 01**  
Intimacy, dialogue, tags, rhythm and weaving.

**Lesson 02**  
Lists, comparisons, setups and payoffs and the archetype tree.

**Lesson 03**  
Wraparound skills: breathing, completeness and endings.

**3 Or More Things To Explore**  
Your homework and other actionable items.

**Questions and Answers**  
Save your questions until the end, then fire away.

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**Introduction**  
Why commercials are the mother lode.

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**Commercials are the mother lode of VO.**  
Here are three reasons why you need to absolutely excel at it.

- ✓ Commercials are the most listened to VO category:**  
On radio, on television, on the internet, millions of people hear commercials every day, around the world.
- ✓ Commercial copy is among the most creative VO scripts:**  
Copywriters get very creative when they not only entertain, but have to actually sell something as well.
- ✓ Commercials will always be here in one form or another:**  
Some forms of VO will come and go, but sponsorships and messaging? They are here forever.

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**Lesson 01**  
Intimacy, dialogue, tags, rhythm and weaving.

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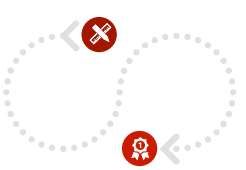
**Achieving intimacy in luxury reads.**  
Enjoy the breathing room to be luxurious.

**Keep your pace and melody measured**  
Pretend people want to bathe in your words.

**Taste, experience, revel**  
Deliver the sheer joy of consuming the product.

**Turn up your headphones**  
Let your natural leveling take care of your voice.

**Use the bass proximity effect**  
The closer you get to the mic, the more bass – and power.



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**Dialogue and couples reads**  
5 ways to do great work with other voice over actors.


**Remember your role**  
Hero? Sidekick? Sales person?  
Cuteless slacker? Whatever it is, don't try to be someone else.

**Be generous**  
Make them the hero – even if that's your assigned role.

**Match each other's pace**  
Like a dance, don't get ahead of your partner, or fall behind.

**Overlap? Or no?**  
The producer will let you know whether to overlap lines. Or not.

**Remain clear**  
You still have to make sure that all the words are heard.



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LEGAL: Not all applicants will qualify. JD Power ratings based on Q4 surveys of qualified Toyota customers. See dealer for details. Offer ends this Sunday.

**Tags and legal**

No words can be changed.  
And don't feel like you have to voice it in two seconds flat.

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10

### Positioning statements – *slogans* – and their music.

They are always said exactly the same. Until they aren't.



Save Money. Live Better. Walmart.  
Always said exactly the same.



Save Money! Tailgate Better! Walmart!  
Creatively breaking the rules.

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11

### Keeping your sentences tightly woven.

Use these four tips to get better and better and better.



**01 Punctuation**  
It's not actually punctuation. It's a hint of a maybe of the ghost of punctuation.

**02 Weave sentences**  
Move smoothly from the end of one sentence into the start of another.

**03 Pitch and energy**  
Use them to move between sentences and to keep the air out.

**04 Exception: slogans**  
Take a beat, and turn to the camera and ask for the sale.

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12



## Lesson 02

Lists, comparisons, setups and payoffs and the archetype tree.

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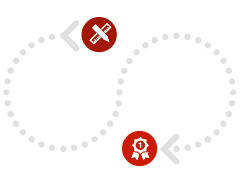
**Lists.**  
Treat them with respect – they build your case.

**Don't get fancy with the melody**  
Don't call undue attention to the presentation.

**Treat them as the benefit rundown**  
Features are hell, benefits sell. Revel in the benefits.

**Sometimes, lists are building blocks**  
Each item is a new reason to say yes to your product.

**Sometimes, lists act as a bridge**  
Each item brings you closer to the solution to the problem.



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**“ Comparisons:**  
the way your  
guy wins.  
Sometimes  
they are single  
and simple... ”



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**“ Comparisons:**  
the way your  
guy wins.  
Sometimes  
they are  
numerous and  
more complex. ”



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16

**Comparisons:**  
Your  
guy  
always  
wins. "



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17


**Setups and payoffs.**  
The path to having your guy be the hands-down winner.



The problem is the setup



The secret solves the problem



The solution is the payoff

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18

**The Archetype Tree**  
The character you choose to use to tell the story affects the story told. Choose powerfully.

**50%**  
**Who are they?**  
Clueless? Clueless?  
Clueless husband? Smart customer? Stacker?

**What is their role?**  
Do they give the information? Do they get the information? Do they act as a surrogate for the listener?



**50%**  
**What do they contribute?**  
Facts? Questions? Curiosity? Clarity? Suspense? Whatever it is, be clear on your choice.

**How do they contribute?**  
By doing the talking? By doing the listening? By doing the convincing and purchasing?

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19



### Lesson 03

Wraparound skills: breathing, completeness and endings.

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20


### Don't forget to breathe while you voice copy.

You don't get any extra points for doing the spot in one breath.



- Breathe when you need to**  
Don't make your voice sound forced or weak because you're too proud to take a breath. Do so naturally.
- No run-on sentences**  
You need to use your breathing to make the division of thoughts balanced.
- Use breaths as a tool**  
At the end of a list, getting ready to yell, calming someone down, just a few examples.
- Breathe during copy**  
...not between sentences. Remember that punctuation isn't there for the ear.

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21

### When to START acting when voicing commercials.

Hint: it certainly isn't after you "get going."

- +** Start acting before you start to speak.
- +** You're following someone else's content.
- +** Address the bow, burst from the starting blocks, sight the pins - first.

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**When to STOP acting when voicing commercials.** 22  
Hint: it certainly isn't before you finish with everything you have to voice.

- +** Don't coast to the finish line – don't stop until after the spot ends.
- +** You're headed into someone else's content.
- +** Burst through the tape, keeping your energy up past the end.

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**Effective endings to commercial voicing.** 23  
Don't just come to a conclusion – and don't lose energy. Here are three options.



**Conclusive**  
The most common way to end a spot: with finality and strength.




**Inquisitive**  
Find a point that asks the listener to ponder what they've heard to help them decide to buy.



**Wistful**  
Thoughtful, leaving the listener with a lean-forward moment.

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**3 Or More Things To Explore**  
Your homework and other actionable items.

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25

**3 or more things to explore.**  
Take what you've learned, explore and learn more, then put that all to work.

- +** Practice with loopy copy. Play with your headphone volume.
- +** When you hear positioning statements on radio or TV, mimic them.
- +** Create dozens of personal archetypes, recording and saving them.

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26

**?**  
**Questions**  
Fire away. Or send them to [david@vo2gogo.com](mailto:david@vo2gogo.com).

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27

  
**Pick a clip to record.**

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