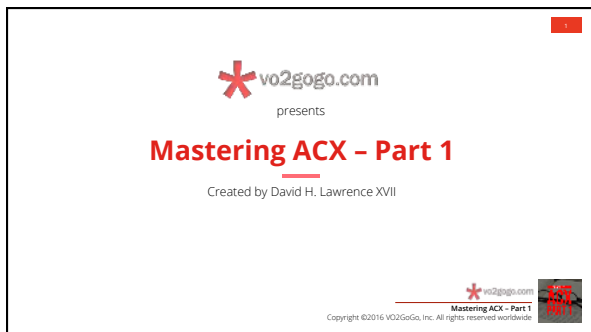


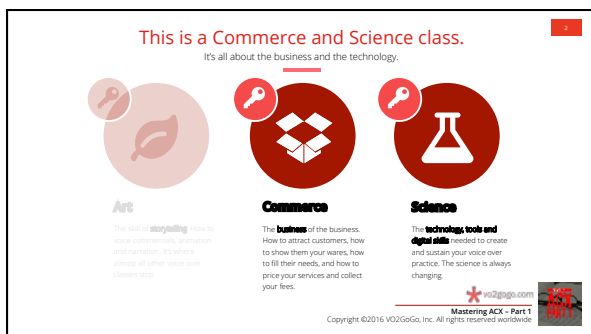
Mastering ACX – Part 1

Class Notes



vo2gogo.com
presents
Mastering ACX – Part 1
Created by David H. Lawrence XVII

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide



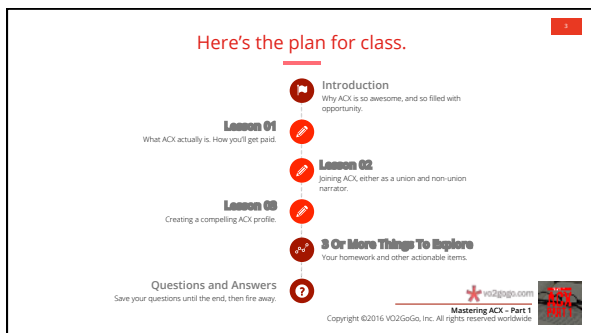
This is a Commerce and Science class.
It's all about the business and the technology.

Art
The skill of **storytelling** how to make commercial, successful and successful. It's where almost all other voices come together.

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

Science
The **technology tools and digital skills** needed to create and sustain your voice over practice. The science is always changing.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide



Here's the plan for class.

- Introduction**
Why ACX is so awesome, and so filled with opportunity.
- Lesson 01**
What ACX actually is. How you'll get paid.
- Lesson 02**
Writing ACX, either as a union and non-union narrator.
- Lesson 03**
Creating a compelling ACX profile.
- 3 Or More Things To Explore**
Your homework and other actionable items.
- Questions and Answers**
Save your questions until the end, then fire away.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

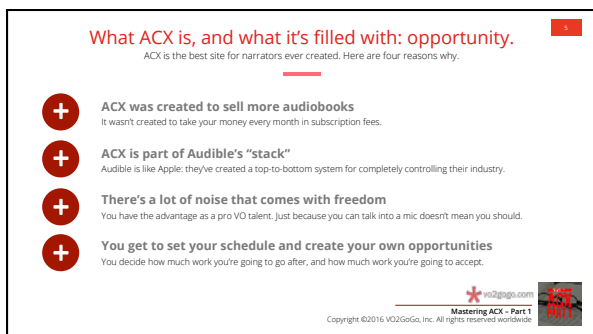
Mastering ACX – Part 1

Class Notes



Introduction
Why ACX is so essential, and so filled with opportunities.

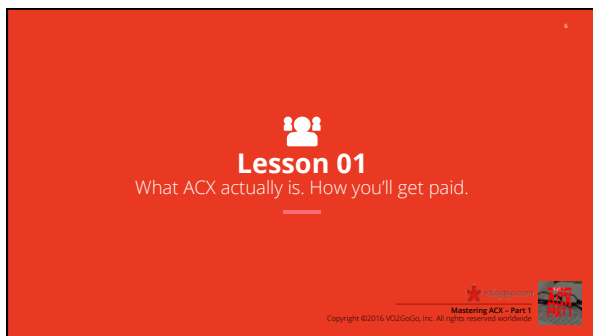
vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



What ACX is, and what it's filled with: opportunity.
ACX is the best site for narrators ever created. Here are four reasons why.

- +** **ACX was created to sell more audiobooks**
It wasn't created to take your money every month in subscription fees.
- +** **ACX is part of Audible's "stack"**
Audible is like Apple: they've created a top-to-bottom system for completely controlling their industry.
- +** **There's a lot of noise that comes with freedom**
You have the advantage as a pro VO talent. Just because you can talk into a mic doesn't mean you should.
- +** **You get to set your schedule and create your own opportunities**
You decide how much work you're going to go after, and how much work you're going to accept.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



Lesson 01
What ACX actually is. How you'll get paid.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.





Mastering ACX – Part 1

Class Notes

What exactly is the Audiobook Creation Exchange (ACX)?

Only the most awesome site ever created for VO talent. Check out these four reasons.

- It's a market maker**
ACX matches you with authors and publishers to produce audiobooks of their printed works.
- Owned by Audible...**
ACX's parent company is the largest audiobook distributor in the world, owning 99% of the market.
- Free and union-friendly**
Costs nothing to join, there are no annual fees, and union members can accept any job.
- ...An Amazon company**
You don't get an audiobook on Amazon (or iTunes) without going through Audible.



vo2@gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

What ACX does for you once you join.


Unlike other VO audition sites, ACX gives and gives and gives.

- ACX markets your talent**
With profiles, demos, project ratings on Audible.com and more, ACX gets the word out about your abilities.
- ACX pays you**
You get paid via direct deposit the instant your work is purchased, either on a traditional per-finished-hour or royalty-share basis.
- ACX distributes your work**
Audible owns the stack: they acquire, produce and distribute audiobooks for themselves, Amazon and iTunes – exclusively.



vo2@gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

“ NO commissions are paid to ACX on sales of your books. Ever! And there are several ways you'll be paid... ”



vo2@gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

Mastering ACX – Part 1

Class Notes



10

Project Type: Royalty Share

When your audiobook is sold to consumers, you as the narrator are paid **20% of the amount collected**. The RH gets 20%, too.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide




11

Paid by RH



Project Type: Pay for Production or Per Finished Hour (PFH)

The RH (rights holder) pays you for each hour of finished work, no matter how long it takes you to produce it, with no royalties. A 10 hour long book at **\$225 per finished hour**? You're paid **\$2250**.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide



Paid by ACX



12

Project Type: Stipend


A combination of a smaller PFH payment (usually **\$100 per hour**) in **addition** to royalty share payments of **20% of collected money**.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

Mastering ACX – Part 1

Class Notes

13



Project Type: Hybrid Stipend

A version of the typical Stipend project, but with the RH funding the stipend, rather than ACX. PFH amount negotiated with the RH.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide


14



“ Only ACX decides which projects are Stipend projects. The RH decides whether to offer PFH. You can't ask for one or the other. ”

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

15



Lesson 02

Joining ACX, either as a union and non-union narrator.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

Mastering ACX – Part 1

Class Notes

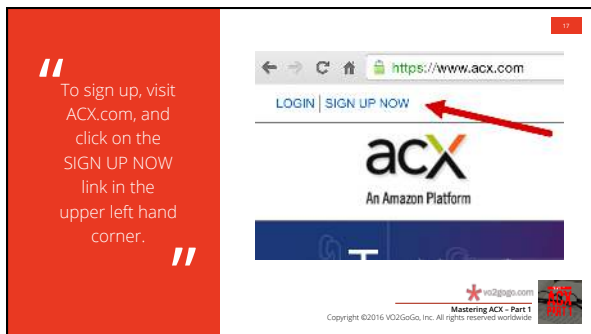


16

NO FEES


“ ACX is free to sign up for and to have an account on, and there are no fees to audition for any projects. ”

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

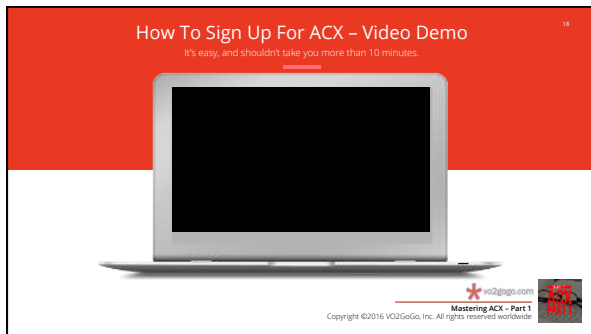


17

“ To sign up, visit ACX.com, and click on the SIGN UP NOW link in the upper left hand corner. ”




vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide



18

How To Sign Up For ACX - Video Demo
It's easy, and shouldn't take you more than 10 minutes.

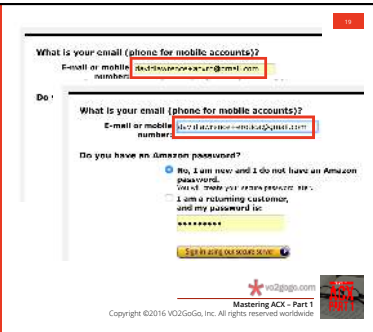


vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

Mastering ACX – Part 1

Class Notes

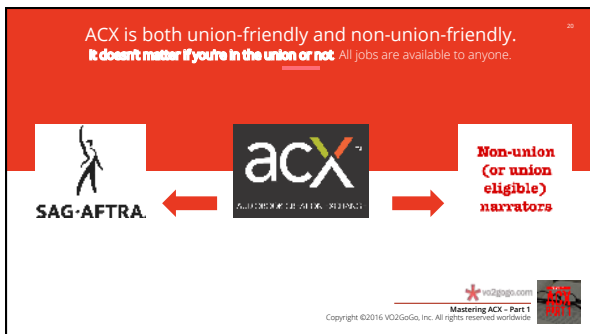
“ Create a separate account as an RH, or to do erotica work, just use the Gmail “+” option when creating your new Amazon account. **”**



The screenshot shows the Amazon account creation process. It includes a form with the following fields and options:

- Field: "What is your email (phone for mobile accounts)?" with a sub-field for "E-mail or mobile number" containing "text4kx@prova.com".
- Field: "What is your email (phone for mobile accounts)?" with a sub-field for "E-mail or mobile number" containing "text4kx@prova.com".
- Field: "Do you have an Amazon password?" with two radio button options:
 - Selected: "No, I am new and I do not have an Amazon password." with a sub-field "What is your phone number?" containing "12345678901234567890".
 - Unselected: "I am a returning customer, and my password is:" with a sub-field containing "*****".
- Button: "Sign in to your account" (disabled).
- Footer: "vo2gogo.com Mastering ACX - Part 1 Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide."

ACX is both union-friendly and non-union-friendly. **It doesn't matter if you're in the union or not.** All jobs are available to anyone.



The diagram shows the ACX logo in the center, with arrows pointing to the SAG-AFTRA logo on the left and the text "Non-union (or union eligible) narrators" on the right.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



aftra**H&R**
AFTRA Health & Retirement Funds

“ H&R is paid on Stipend jobs and PFH jobs of \$225 or more. H&R is paid in addition to your production fees. **”**

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Mastering ACX – Part 1

Class Notes

aftraH&R
AFTRA Health & Retirement Funds

“ You can also negotiate H&R on Hybrid Stipend deals. The Rights Holder pays the H&R, rather than ACX. ”

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

22

aftraH&R
AFTRA Health & Retirement Funds

“ You don't have to be a SAG-AFTRA member to have an AFTRA H&R account. Just ask to open one by contacting AFTRA H&R. ”

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

23


Lesson 03
Creating a compelling ACX profile.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

24

Mastering ACX – Part 1

Class Notes

The three pages to fill out for your ACX profile. 23
Once complete, you'll be ready to show all the Rights Holders on ACX what you can do.

1. **Your Info and Expertise**

- Professional name, summary
- Country, State
- Gender
- Genres you're interested in
- About you, your credits, and awards
- Your website

2. **Your Sample Demos**


- Audiobooks only
- Use auditions as demos
- No other reels

3. **Your Payment Demands**

Check both the boxes:
Royalty Share **and**
Pay For Production (PFH)

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

Quick review of project types. 24
Lots of different ways to get paid. ACX alone decides whether any project becomes a Stipend project.



01 Royalty Share
You get 20% of the money collected by Audible for each copy of the book sold. Author as narrator? All 40%.

02 Pay for Production
Traditional payment plan. You get paid an amount for each finished hour. Ex: \$225 PFH for a 10-hour book? \$2250 total payment.

03 Stipend
You get Royalty Share payments, plus an addition per finished hour fee, usually \$100 per hour.

04 Hybrid Stipend
Same as Stipend, except it's negotiated with and paid for by the Rights Holder.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

How To Fill Out Your ACX Profile – Video Demo 27
Be brief. Be potent. Don't overwrite.



vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

Mastering ACX – Part 1

Class Notes

20

6 Ways to make your ACX profile irresistible.

How to attract rights holders to your profile, not repel them.




- 01** Don't overwrite your bio or summary.
- 02** Make your photo a great one, or use a graphic image.
- 03** Master your demos to ACX's standards – the RH hears quality.
- 04** Don't make up awards or borrow from other categories of VO.
- 05** Make sure your website is stellar, or don't even mention it.
- 06** Do great work. RHs love talent.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

21


Last step: Add a photo to your ACX profile- Video Demo

It doesn't have to be your headshot.



vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

22



3 Or More Things To Explore

Your homework and other actionable items.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Mastering ACX – Part 1

Class Notes

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

- + Sign up for ACX. Go. Now.
- + Create your profile. Don't worry about making it perfect.
- + Consider a loan out company to bill your services.
- + Keep your profile up to date with new work and credits.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

?

Questions

Fire away. Or send them to david@vo2gogo.com.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

☕

Pick a clip to record.

vo2gogo.com
Mastering ACX - Part 1
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.
