

Voicing Non-Fiction Audiobooks Class Notes

vo2gogo.com
presents
Voicing Non-Fiction Audiobooks
Created by David H. Lawrence XVII

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

This is an Art and Commerce class.
It's all about the storytelling and the business.

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 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 launch voice-over practice. The science is about changing.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Here's the plan for class.

Introduction
Voicing Non-Fiction Audiobooks: why non-fiction should be a part of your portfolio.

Lesson 01
The market, the customers, and your suitability for non-fiction.

Lesson 02
Prep skills, pronunciation, your audience of one, and your pace.

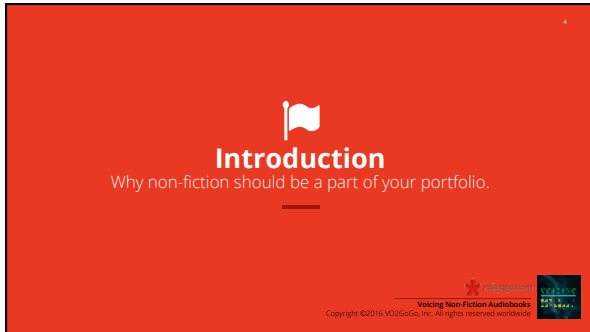
Lesson 03
Presentation and performance: clarity and consistency.

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
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes



Introduction
Why non-fiction should be a part of your portfolio.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



Non-fiction should be a potent part of your portfolio.
Three things you need to know about non-fiction, and why you should perform it.

- +** **Non-fiction is not the dry, statistics-laden drudgery you think.**
Non-fiction persuades, informs, entertains, instructs, cheerleads, and can change the listener's world.
- +** **Non-fiction makes you a smarter dude or dudette.**
There's nothing like taking on the narration of a non-fiction title to make you an absolute expert on the subject.
- +** **Non-fiction books tend to be longer than fiction books.**
And since you're being paid by the hour, get ready for bigger paychecks.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



Lesson 01
The market, the customers and your suitability for non-fiction.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes

Don't assume you're not right for non-fiction.
Here are two great reasons you may be selling yourself short.




You're smart.
Non-fiction books are best narrated by people who are smart. Like you.



You tell great stories.
The world of non-fiction books isn't all charts and statistics. Non-fiction books are filled with gripping, important stories that you can tell.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

“ The market:
DIY/How-to
Manuals
Self-help
Textbooks
Histories
and more... ”



vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

“ The market:
Self-produced
content is
great in the
non-fiction
space as well. ”



vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes



The customers:
ACX Rights Holders
Publishers
Entrepreneurs
Manufacturers
Government
Education/Info

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

**You are a customer as well:
Create your own content!**



vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.




We'll dive deeper into creating content soon.

We have an entire class showing you how to create and sell your own content, including site building and e-commerce options.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes

13



Lesson 02

Prep skills: pronunciation, your audience of one and your pace.

Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

14

Prepping your work.

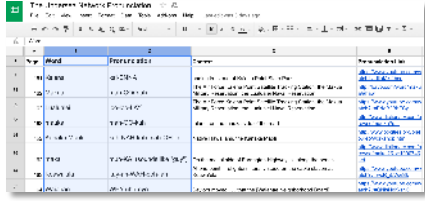
5 steps for preparing for a great read, whether auditioning for, or actually narrating, a title.



- Read for potholes**
Read the book not for pleasure, but to make yourself aware of potential issues.
- Pronunciation**
First and last names, Geographic and interstellar locations, Name brands, Chemical names, Etc.
- Beware of telegraphing**
You'll know how the story ends. Don't let your narrator (or any other character) give it away.
- Prep the subtext**
How passages are narrated depends entirely on the subtext, not the actual words.
- Don't overmark**
Too many lines, circles, stars and highlights can get in your way when narrating.

Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

15



Page	Word	Phonetic Pronunciation	Context and source
11	Abund	ab-un-dant	...
12	Abund	ab-un-dant	...
13	Abund	ab-un-dant	...
14	Abund	ab-un-dant	...
15	Abund	ab-un-dant	...
16	Abund	ab-un-dant	...
17	Abund	ab-un-dant	...
18	Abund	ab-un-dant	...
19	Abund	ab-un-dant	...
20	Abund	ab-un-dant	...

What a pronunciation spreadsheet looks like.

Have columns for page, word, phonetic pronunciation, context and source.

Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes

Four great pronunciation resources.
Here are four online websites that make great pronunciation guides.



01 HowJSay.com
A free, online talking dictionary of English pronunciation.

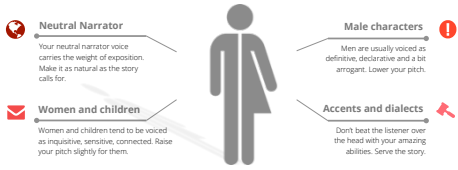
02 Dictionary.com
The world's leading digital resource for language success.

03 ForVO.com
All the worlds in the world. Pronounced.

04 YouTube
The second most used search engine in the world. Search for your word and hear it pronounced.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Creating non-fiction personas.
Non-fiction requires the use of character voicing, often the same types as fiction.




Neutral Narrator
Your neutral narrator voice carries the weight of exposition. Make it as natural as the story calls for.

Male characters
Men are usually voiced as definitive, declarative and a bit arrogant. Lower your pitch.

Women and children
Women and children tend to be voiced as inquisitive, sensitive, connected. Raise your pitch slightly for them.

Accents and dialects
Don't beat the listener over the head with your amazing abilities. Serve the story.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



Define your audience of one and their perspective.

Who are they? What is their perspective? Will they be listening while doing? Are you persuading them, or preaching to the choir? Tell the story **only** to this one person.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

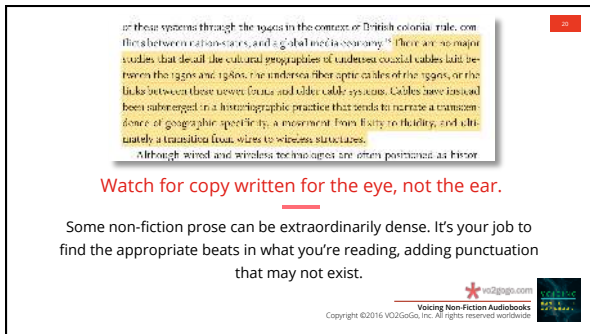
Voicing Non-Fiction Audiobooks Class Notes



20

“ Narrate audiobooks with the speed and drama of stagework and narration. ”

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



21

at their systems through the 1940s in the context of British colonial rule, com-
bines between rationalizers, and a global network is necessary.” There are no major
studies that detail the cultural propagation of undersea coastal cables, laid be-
tween the 1850s and 1860s, the undersea fiber optic cables of the 1990s, or the
links between these undersea and other cable systems. Cables have instead
been subsumed in a historiographic practice that tends to narrate a transoceanic
zone of geographic specificity, a movement from East to the West, and ulti-
mately a transition from wires to wireless telecommunications.

Although wired and wireless technologies are often positioned as binary

Watch for copy written for the eye, not the ear.

Some non-fiction prose can be extraordinarily dense. It's your job to find the appropriate beats in what you're reading, adding punctuation that may not exist.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



22

Working your way through a non-fiction audiobook.
Being a non-fiction storyteller means making it easy for the audience to understand your content.

Keep a consistent exposition pace.
Even if the information is exciting, keep your read even.

Vary the pace of any quoted dialog.
The speed of the quoted material will depend on the story.

Be extremely interested in the subject.
If you are extremely interested, you'll be extremely interesting.

Don't become a news anchor or reporter.
You're not doing a newscast, you're telling a fascinating story.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes

22



Lesson 03

Presentation and performance: clarity and consistency.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

23



Remember how listeners consume audiobooks.

Over 80% of the time, it's while trapped in a moving vehicle. Make sure you're easily understood over any environmental noise.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

24



Have a consistent voice for each persona.

Narrator, quoted speaker, voice of authority or statistician.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes

23

Three essential keys to your presentation.

All three of these keys must be consistently implemented.



Clearer presentation.
Speaking clearly is a baseline skill. Don't leave any chance for misunderstanding.



Slower presentation.
Give your listeners a fighting chance at acquiring your content.



Louder presentation.
Own the material. Be bold. Firmly deliver the content.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

24

Clarity is your ultimate goal.


Above all else, the listener needs to understand and acquire the information you present.

- + **Don't let any sentence go uncorrected that you think might be misunderstood.**
- + **Make sure your emphasis on all words is appropriate.**
- + **Work hard to always maintain an easy pace. Don't rush. Ever.**

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

25

“ Use negative audio space. Build drama with silence. Let things land. **”**




Shut up.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes

011



Read titles of each chapter as written.


It may be as simple as "1." (Not "Chapter 1" if there's no "Chapter.")
Or as complex as "Book 2. Chapter 12. Part 4. The Reckoning."

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

012

Be aware of, and avoid, visual references.

Saying any of these phrases in audiobooks makes no sense to the listener.



"...on page XX."
There are no pages in audiobooks (or in Kindle books, for that matter).

"...as pictured below."
Or above. There is only before and after, previously and ahead.

"...as shown in figure 1.2."
You'll only say this if there's a companion PDF to the audiobook.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

013



"You can, if appropriate, offer to help create a companion PDF, if the book would benefit from that."

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes

Again, two reasons you're just perfect for non-fiction. 17

A pair of positives on why you should give non-fiction a shot.




You're smart.
Non-fiction books are best narrated by people who are smart. Like you.



You tell great stories.
The world of non-fiction books isn't all charts and statistics. Non-fiction books are filled with gripping, important stories that you can tell.

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.


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

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

3 or more things to explore. 18

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

- +** **Audition for interesting non-fiction audiobook projects on ACX.**
- +** **Identify the audience of one for your project.**
- +** **Voice, edit, master, sell and promote your non-fiction audiobook.**
- +** **Help a rights holder create a companion PDF.**

vo2gogo.com
Voicing Non-Fiction Audiobooks
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing Non-Fiction Audiobooks Class Notes



