



Voicing News, Info and E-learning Class Notes



presents
Voicing News, Info and E-learning
Created by David H. Lawrence XVII

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide


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 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
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

Here's the plan for class.

- Introduction**
What makes news, info and e-learning so crucial.
- Lesson 01**
The marketplace and your potential clients.
- Lesson 02**
Performance and production skills you'll need.
- Lesson 03**
Your demo, managing your clients, and getting paid.
- 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 News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide


4



Introduction

What makes news, info and e-learning so crucial.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide



5

News, info and e-learning: crucial pieces of your work.


Three things you need to know about this work and why it should be part of your portfolio.

- + You've been exposed to these products all your life. Now, make them.**
You grew up on TV and radio news, you've listened to me give you info and teach you. You can do this too.
- + Storytelling sometimes demands urgency. Deliver in spades.**
Be part of the information revolution - get the information to the people who need it most, with speed and clarity.
- + Help educate and test the world, and get paid for doing it.**
Teach, test and support the professionals and eager students of the world. You'll love the cash and credit.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide




6



Lesson 01

The marketplace and your potential clients.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide




Voicing News, Info and E-learning Class Notes

//
The marketplace:
Broadcasters
Periodicals
Podcasts
Newsletters
E-learning/testing
and more...
//




vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Don't forget to create your own content.
You're free to create your own news and information products. Go for it.




Your own podcast.
Got an opinion on something? Some rad expertise in a particular area? Share it with the world.



Your own audio newsletter.
Record and publish when you want. Daily, weekly, monthly, whatever. Lead your listeners and gain subscribers and potential customers.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

//
Your customers:
Content managers
Marketers
Advertisers
Financial Firms
Law Firms
Associations
//



vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing News, Info and E-learning Class Notes

10

And two more customers: the government and websites.
You'd be surprised at just how much work there is for the government, and how easy it is to get work on websites.

Government work.
The US Government is the biggest publisher in the world. And there are rules about access for the blind.

Website work.
Hit up a website that's hard to use and offer to create a weekly how-to guide, a monthly update on new features, or a million other options.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

11

“
REMINDER: you are a customer as well.
Create your own content!
”

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

12

Lesson 02
Performance and production skills you'll need.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing News, Info and E-learning Class Notes

13

Performing news, info and e-learning.

5 things to keep in the forefront when voicing this material.

- Stay high energy**
Don't hold back on the enthusiasm, but be sensitive to sensitive content.
- Clarity is key**
Clarity and precision should be the hallmarks of your presentation.
- Tell the story**
Connect with your audience of one and make sure the story is clear from start to finish.
- A smooth cadence**
This is one VO category where a sing-song melody isn't so bad.
- Signal the end**
Come to a conclusive ending and lead into the next item.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

14

Define your **audience of one** before you work.

Who is that? What is her perspective? How experienced is she in your content? Are you persuading her, or preaching to the choir? Tell the story **only** to this one person.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

15


Performance is often for time. Be precise.

With news, you have to fit your performance into a specific time slot.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing News, Info and E-learning Class Notes

Be clear about embedded sponsorships.
Here are four guidelines for keeping content and advertising separated in the listener's mind.



01 Delineate.
Be clear when you're telling a news story, and when you're not. Don't try to fool the listener.

02 Change your attitude.
Change up your melody, your demeanor, and your approach to make it clear you're now selling something.

03 A spokesman? Or not?
Is this a personal testimonial? If so, make sure you say so – and if not, don't hesitate to be clear about that in your delivery.

04 Take a break.
Pause before and after advertising messages to give the listener an aural cue that you're now reading an ad.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Three production skills you might want to learn.
Most of the time you'll be asked for dry voice tracks. But if you can produce a finished product, you can charge more.



Adding a theme or bed.
Slipping a theme under the beginning of the newscast or podcast is easy.




Inserting actualities.
Anything that is recorded as a quote and inserted in a story is an actuality.



Inserting spots.
Slotting in the commercials is a small but valuable skill.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.



Lesson 03
Your demo, managing your clients, and getting paid.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide.

Voicing News, Info and E-learning Class Notes


Your demo: what it should include.
There are four things you want a news or info or e-learning demo to exhibit.

Don't worry about time for the demo.
You don't have to time your demo to the second.

This is one demo you can do yourself.
Because it's dry tracks, you don't need a producer.


Length: 1-3 minutes with multiple clips.
Your demo needs to show you can "carry a tune."

Create a separate demo for each genre.
One for news, one for information, one for e-learning.




vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide

Wait, you can produce a podcast for me?? What?




Hold your client's hand – they may not even realize they can have the product you're producing.




vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide


Getting paid.
Make sure you bill regularly, and vary your payment terms based on the type of work.




One time projects
50% up front, 50% on completion.



Regular, but intermittent
Bill when each job is completed.




Regular and long term
Ask for monthly or weekly payments.



vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide


22



3 Or More Things To Explore

Your homework and other actionable items.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide




23

3 or more things to explore.


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

- +** Listen to newscasts, and mimic the cadence of the newscaster.
- +** Explore learning websites and consider how you could add value.
- +** Investigate what it takes to produce content for the government.
- +** Create your own periodical podcast, newsletter or learning project.

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide




24



Questions

Fire away. Or send them to

vo2gogo.com
Voicing News, Info and E-learning
Copyright ©2016 VO2GoGo, Inc. All rights reserved worldwide



Voicing News, Info and E-learning
Class Notes