

Managing VO Clients And Projects Class Notes

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presents
Managing VO Clients And Projects
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And this is a Commerce class.
It's all about the business.

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

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 execute above-receiver practice. The science is about changing.

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Here's the plan for class.

- Introduction**
What makes client and project management a rule-changer.
- Lesson 01**
Moving from auditing to work, and acquiring and filing assets.
- Lesson 02**
Initiating and executing the job, embracing change, and money.
- Lesson 03**
Audio production, delivery, revisions, and artfully following up.
- 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
What makes client and project management a rule-changer.

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Why managing clients and projects is a rule-changer.
Three things you need to know about why this business skill will get you repeat business.

- + Be careful what you wish for. You just might get it.**
You work so hard to just get that first audition. Then...surprise! You booked the job. Oh, boy.
- + You need this skill when you move from auditioning to actual booking.**
The rule set you follow when you're auditioning is very different from the rule set needed when you book a job.
- + Clients instantly need to be taken care of, not the other way around.**
To give the client complete confidence in you, you have to handle the business, not just the voicing.

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Lesson 01
Moving from auditioning to work, and acquiring and organizing assets.

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Managing the client actually begins with the audition.
These three things are essential when auditioning for work that you may end up booking.



Set expectations.
Make sure that in the notes you send with your audition, you make the client feel taken care of.



Be truthful.
Don't lie about your skill set. Tell the client what you're good at, and leave it at that.



Plan for success.
Have your demos, equipment, phone patch, and system in order, so you can hit the ground running.

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“ Book the client, not the job. Know that most of the time, even the most successful talent don't get the job. But they are memorable to the client. **”**



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Gather your client's assets, and store them.
You can't start work until you have what you need, so get it all and take care of it all.



Acquire all assets.
Be proactive, even pleasantly pushy, about getting scripts, music, direction, finished product deliverables and standards. Know your milestones.



File them expertly.
Take the time to file all of your assets and production in folders that are well organized. DON'T just put them on the desktop.

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“
Your filing system:
Have a clients folder, then subfolders alphabetically, then by client name.
”



“
Inside the client folder:
An admin folder, an archive folder, an assets folder, an MP3 folder, and a WAV folder.
”



What each organizational folder should contain.

What to store in each folder, that resides in any client folder.

- 

admin
Emails, invoices, union paperwork and all docs and PDF files.
- 

archive
Once finished with a job, put all of its folders in here.
- 

assets
Scripts, sound effects, music, previous examples of work, etc.
- 

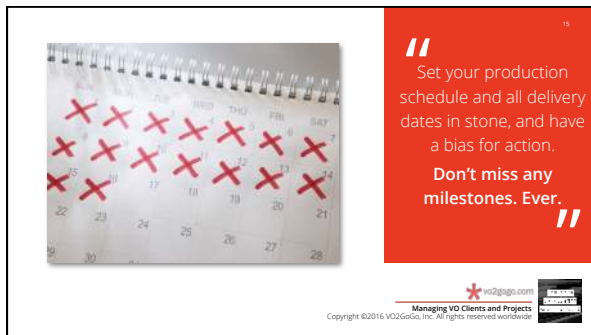
mp3
Where your final files go, unless the client wants **wav** files.
- 

wav
Where your finished work goes before being converted to MP3.

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Use union rules for getting paid, or create your own policy.

Ask that payment be made within 10 business days of approval.
Or, ask for 50% down, 50% on delivery.

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“ Clarify pricing and payment policies before beginning the work. Also, clarify how adjustments will be handled: minor ones at no charge, etc. ”



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Glossary: **Change order**


Work that is added to or deleted from the original scope of work of a contract, which alters the original contract amount and/or completion date.

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What to stay on top of when starting your work. 19

Four universal standards of managing project production.



- 01 Assets**
Hound the client for all assets, and don't start the job until you have everything that you need.
- 02 Paper trail**
Always confirm phone conversations with a follow up email. Save copies of all correspondence.
- 03 Change orders**
Be ready for the client to change her mind, and if the change is significant, charge accordingly.
- 04 Schedule**
If any changes are large enough to affect the schedule, let the client know that dates will change.

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Confirm the form that deliverables will take, and any special handling that might be required.

File formats, dates, lengths, revisions, etc.

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Lesson 03

Audio production, delivery, revisions, and artfully following up.

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Production: Make your space silent.

Be ruthless in making your recording space as quiet as possible. Do it now, so you can quickly perform and deliver, and not have to make your space quiet later.

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Production: Large project? Rent studio space.

If the project has a budget that allows you to rent studio space and an engineer's time, consider that. Especially if you have multiple voices to produce.

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Production: Deliver multiple takes, if dry voice.


This is called ABCing a voice track - delivering an A, B and C take. Make sure that each take is as different as is appropriate.

Give your clients a choice.

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“
If the client asks if they can use the audition as the actual work, the answer is “**Absolutely.**”
”



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Multitrack production: manage your process.
Use your organization and step-by-step production process to hit a bulls-eye every time.

Gather and manage client assets.
Anything the client is in charge of creating, you need to have.


Produce a sample mix for your client.
Send an MP3 of what you've come up with for approval.

Get client approval, or make adjustments.
A nip here, a tuck there, and you're on your way to completion.

Make the final mix 256k or better stereo.
Or a full fidelity wav file, depending upon what the client wants.



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BACK UP YOUR ASSETS IN MULTIPLE LOCATIONS.
Follow the round-robin system of multiple off-site backup drives.
No, really.

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“ Deliver files via email (if small), or via a cloud service like Google Drive, DropBox, or iCloud (if large), and follow up with an email. ”

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Send your invoice with your delivery.

Usual terms are “payable on receipt” (immediately) or net 10-30 days.

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The finer points of client satisfaction.

Follow these ground rules and you'll be happy with your clients – and they'll be happy with you.



- Identify stakeholders**
Find out as soon as you can who's really making the decisions. Cater to their needs as well as your contacts.
- Revise happily**
Be ready for revisions, and be joyful when there are none.
- Always ask if they need anything else**
Making yourself useful and defending the success of the project is key to making more money.
- Ruthlessly collect**
Be pleasant throughout the process, and be pleasantly ruthless when collecting your money.

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“ Follow up after the project with congratulations... and a request that they give you a testimonial. Clients are more willing to do so than you think. ”

“ Julie’s voice work was excellent. She knew exactly what we were looking for, and took excellent care of us as clients. We have found our voice – and we can’t wait to use her again. ”

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STAY IN TOUCH

Stay in touch with clients to gain future work.

Don't ignore them once the job is done. Follow up every few months, via phone, email or social media. Cheer their successes. Ask every so often if there's anything they need.

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

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

- + Get your studio space in ship shape, so you can start work immediately.
- + Start cleaning up your Documents folder and create your Clients folder.
- + Create a solid backup system with multiple hard drives and locations.
- + Make it a habit to ask for testimonials, and publish them on your site.

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Questions

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

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Pick a clip to record.

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