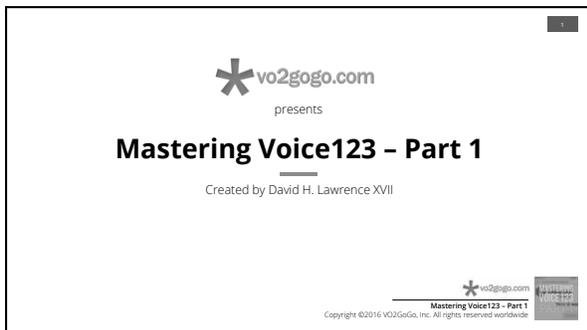


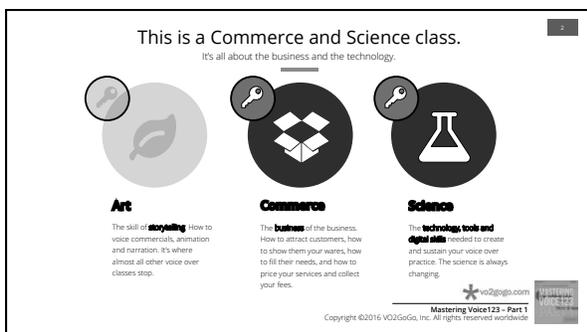
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Class Notes



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presents
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Created by David H. Lawrence XVII

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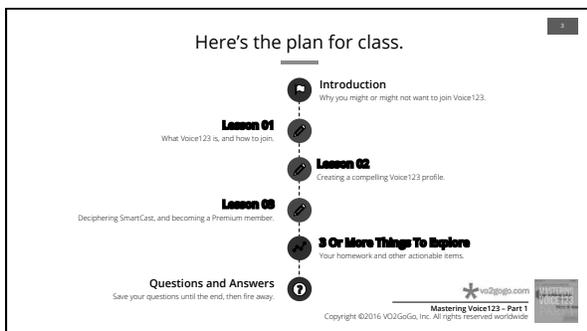
This is a Commerce and Science class.
It's all about the business and the technology.

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.

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Here's the plan for class.

- Introduction**
Why you might or might not want to join Voice123.
- Lesson 01**
What Voice123 is, and how to join.
- Lesson 02**
Creating a compelling Voice123 profile.
- Lesson 03**
Deciphering SmartCast, and becoming a Premium member.
- 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 you might or might not want to join Voice123.

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Voice123: why you may (or may not) want to be there.

Voice123 is a for-profit pay-to-play casting site. That's good news and bad news.

- + Voice123 was created to make money. Plain and simple.**
It was created to match you with employers, but also to take your money monthly or yearly.
- + Voice123 is independent of any agency or production house.**
They don't care who posts projects, and they don't care how good you are at VO.
- + Voice123 won't let you actually submit until you subscribe.**
You can look at all the projects you want, but you must be a premium/platinum member to submit auditions.
- + You get to set your schedule and create your own opportunities.**
You decide how much work you're going to audition for, and what work you're going to accept.

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Lesson 01

What Voice123 is, and how to join.

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What exactly is Voice123?
It's the biggest VO audition site on the Internet, one that charges you money to allow you to audition for work.



A fee-based site
Voice123 charges VO talent to be members, at around \$400 per year.

Arrogant but improving
Voice123 is famous for not giving a rat about VO traditions, but they are learning to play nice.

A market maker
Voice123 matches people looking for VO talent, which they call "voice seekers," with that talent.

Commission-free
Voice123 doesn't take a cut of what you make - what you negotiate is what you're paid.

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What Voice123 gives you for your subscription fee.
You get only what you pay for. You decide if it's worth it.



Submission of auditions.
Unless you're a Premium or Platinum member, you can't actually submit any auditions.



Self-promotion.
You get a custom profile that you can bring out to your heart's content, but only space for one demo ured you pay.



Space for your VO demos.
Once you do pay, you have space for unlimited VO demos, and you get a custom URL to send people to.

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“ NO commissions are paid to Voice123 on the payment you negotiate with the voice seeker who hires you. But... ”



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“ Voice123 doesn't promote or sell the work you do on the site, unlike what ACX does with audiobooks via their retail partners. ”



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“ You must own home equipment to be an effective member of Voice123: the same equipment you already have. ”

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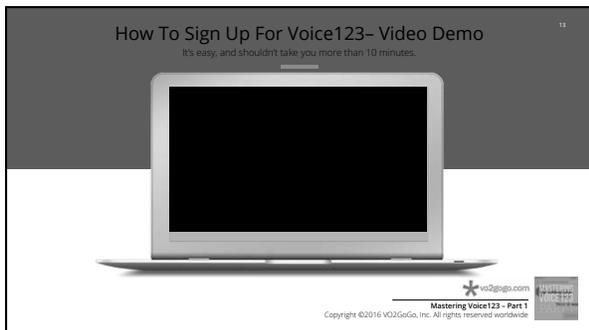
Joining Voice123: **easy peasy lemon squeezy.**

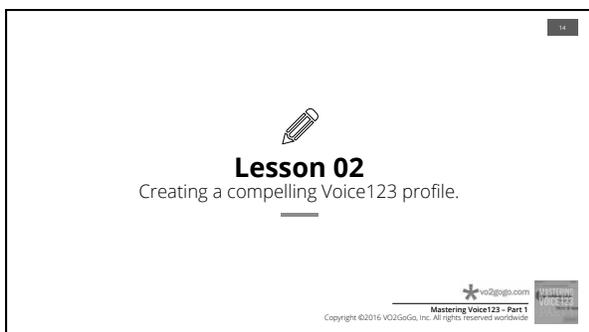
Just click on SIGN UP on the front page, sign up with your LinkedIn or Facebook credentials (or your email address) and fill out the forms to create your account.

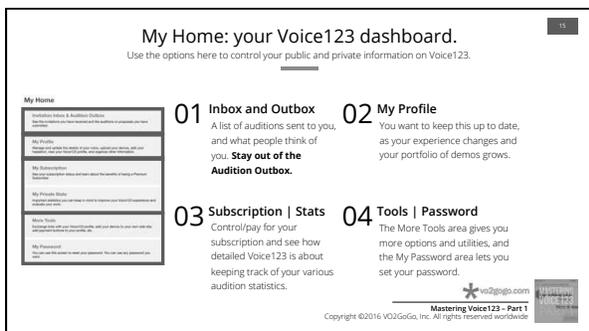
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| Project ID | Project Name | Invitation sent by | Budget | Current Status | Cast? |
|------------|--------------------------------------|--------------------|--------------------------|----------------|-------|
| 904883 | New Services & Auditions Search | SmartCast | Fixed - USD 200 | Required | Yes |
| 904926 | Electric Vehicle Phone | SmartCast | Flexible Price - USD 250 | Required | Yes |
| 904930 | On The Town Through Auditions Search | SmartCast | Fixed - USD 100 | Required | Yes |
| 904934 | SmartHomeComedian | SmartCast | Fixed - EUR 100 | Not Required | Yes |
| 904939 | Daily International Board | SmartCast | Fixed - USD 100 | Required | Yes |
| 904947 | CrashCourse 3 | SmartCast | Fixed - USD 700 | Required | Yes |

“ The **Invitation Inbox** simply lists what auditions you’ve been emailed, sent or invited to. ”

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“ The **Audition Outbox** is a waste of time, filled with blood and pus and teeth and fish. Stay out – there’s nothing useful there. ”

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“ Your **Voice123 profile**: determines what voice-seekers see
It also determines what auditions SmartCast sends you. ”

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My Profile

Manage and update the details of your voice, upload your photos, edit your headshot, view your Voice123 profile, and register other information.

My Voice Details
Update language, services you offer, your equipment, your education, etc.

My Demos
Add, update, delete, reorder. Premium: You can also delete to be listed on the Voice123 search results.

My Voice Tags
Check how other searchers tagged your voice and manage your tags.

My Profile Info
Change your first name, email, and phone number.

Previous My Listing
Shows how the listing will be seen by default on the Voice123.

My Headshot
Add or update your headshot.

More Tools
Change your profile, add links, and payment buttons to your profile, etc.

Change Your Profile's Web Address
Here you can customize the web address of your profile.

My Settings
Adjust your job preferences.

View My Profile/Web Site
View your profile details and information.

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My Profile: My voice Details

You can list what **languages** you offer, what **age range** you can perform in, any **accents** and **dialects**, any **production skills** you have, your **experience**, **training**, **studio equipment** and **website**.

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My Profile: My Demos

You get one demo listing, until you pay to be a Premium member. You can also reorder them (put commercial first). Any demo encoded at higher than 128k will be downsampled. Ick.

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Your voice has been tagged with the following keywords.
You can remove tags you disagree with, however since you delete a tag it is removed forever.

believable warm friendly powerful

Remove checked tags

Do you want to contribute to the Voice123 community? You can [tag your fellow talents: demo. Click here!](#)

HELP THE Voice123 COMMUNITY [tag your fellow talents: demo. Click here!](#)

My Profile: My Voice Tags

Other Voice123 talent can come along and label you based on what they think your voice sounds like. You can edit this list of “helpful” tags to control what voice-seekers see.

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Phone Number ?
Name
Email
Main language
What describes you
Location
Experience

Company name
I started my voice actor career in
Where?
ACTRA (Canada)
British Equity
Union des Artistes (Canada)
SAG-AFTRA/USA

My Profile: My Profile Info

You can enter your **name**, **email** address, short **headline**, your **location**, **phone** number, main **language**, as well as your level of **expertise**, **company** name and **union** affiliation (if any).

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This is a preview. The links don't work on this preview but will work on the **Voice Search Feature**.

David B. Lammela 993
Home base
Registered in Voice123 since
Pre-, Post- and Production Services Offered
Download Photo
Make Request to Submit an Audio or Record to My Profile

My Profile: Preview My Listing

Clicking here will give you an idea of what voice-seekers will see about you in their search results. It's an image that reflects what you've entered for information.

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My Profile: My Headshot

You can manage what image your visitors see when they view your profile. If you have a face for radio, consider a flower or star.

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My Profile: More Tools

You can do even more: add demos to your site, find educational resources, set your account to On Vacation or On Hold, set email and PayPal preferences and read the Voice123 blog and forums.

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My Profile: Change Your Profile's Web Address

Here, you can choose a custom Voice123 URL for people to quickly find you. Mine is **voice123.com/xvii** (and **xvii.voice123.com**).

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My Profile: My Settings

This should be My Job Settings. Here, you set what types of projects and budgets you'll work for, what union settings, what equipment and what payment types and notifications you want.

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My Profile: View My Profile/website

Click on this, and you'll be taken to your public custom Voice123 URL. This is what the world sees. Mine is **voice123.com/xvii** (and **xvii.voice123.com**).

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Lesson 03

Deciphering SmartCast, and becoming a Premium subscriber.

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SmartCast is Voice123's way of judging whether a particular job is right for you to audition for.

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How does **SmartCast** work? That's a great question. Here's what Voice123 has to say.

"SmartCast automatically analyzes all registered **premium** voice actors and selects those that best match the buyer's requirements (based on the information in **your profile and other factors...**) Those who match best are invited **first**. SmartCast will continually invite talents to audition based on how well they match the buyer's needs. Invites will **continue to be sent** until the project reaches its desired amount of auditions.

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Becoming a Premium Voice123 member.

It's simple. If you have \$395, then you're all set.

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And not becoming a Platinum Voice123 member.
It's simple. If you have \$5,000, then you're all set.

The Platinum membership is our very VIP membership. The reason why it is VIP is because it is a very profitable option. As you know SmartCast will filter the indicators it sends to the Premium subscribers according to several factors. However, as a Platinum user, SmartCast will only check for match, nothing else, and you can audition for ANY project you like. Another amazing benefit that Platinum users have is that they will always show up front in the search feature which leads to many direct invitations.

We don't offer any trial periods for the Platinum Membership since Voice Actors start getting benefited from it right away. In order to keep this program exclusive, we offer the Platinum membership at the price of \$4,950 annually. For further information please send us an email to help@voice123.com.

\$4,950? Per year? Please.
You can audition for anything you match with, without the SmartCast restrictions. Not sure how many people fall for this.

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Adult, amusing, announcer, approachable, athletic, attitude, authoritative, believable, breezy, bright, caring, cartoon, character, charming, characters, child-like, classy, clean, clear, colorful, collegiate, compassionate, confident, conversational, convincing, cool, corporate, coy, cute, deep, depressed, dramatic, dry, earthy, edgy, energetic, engaging, frat-boy, fresh, friendly, fun, funny, genuine, girl-next-door, grandmotherly, grounded, high-energy, hip, housewife, humorous, intelligent, kind, luscious, maternal, mellifluous, mid-tone, millennial, mom, mother, motherly, musical, natural, east-coast, midwest, perky, personable, professional, quick, quirky, raspy, real, refreshing, rich, sarcastic, sassy, sexy, silky, sincere, slacker, smart, smiley, smoky, smooth, soccer-mom, soft, soothing, sophisticated, spokesperson, spunky, straightforward, strong, sultry, sweet, teenage, textured, trustworthy, unaccented, unique, unusual, upbeat, upscale, velvety, versatile, warm, weathered, wife, wise, witty, wry, youthful

“ Create a great headline and voice description from the tags included in your Clips file. ”

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6 Ways to make your Voice123 profile irresistible.
How to attract voice-seekers 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 128k, or Voice123 will downsample them.

04 Make sure you create a compelling headline and voice tag description.

05 Make sure your website is stellar, or don't even mention it.

06 Do great work. Voice-seekers love talent.

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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.

- + **Sign up as a free Voice123 member, and explore the site.**
- + **Create your profile. Don't worry about making it perfect. Use the tags.**
- + **When you're ready, become a Premium member.**
- + **Keep your profile up to date with new work and credits.**

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Questions

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

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