

# Voicing Digital And Internet VO Class Notes

vo2gogo.com  
presents  
**Voicing Digital And Internet VO**  
Created by David H. Lawrence XVII

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This is an Art and Science class.  
It's all about the storytelling 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 digital and internet VO is a new, essential category of work.

**Lesson 01**  
The digital marketplace and your potential clients.

**Lesson 02**  
Performance and production skills you'll need.

**Lesson 03**  
Staying union compliant. Marketing and promoting your skills.

**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 digital and internet VO is a new, essential category of work.

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### Digital and internet VO: a brave new world of work.

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

- + This is the cutting edge of VO work.**  
Apps? Help pages? Audio user manuals? Site tours? Podcasts? Where did all this come from?
- + New categories of work are being introduced all the time.**  
Because how we consume is rapidly changing, and the production community sometime finds it hard to keep up.
- + You can use the tech chops you're getting in class to your advantage.**  
Take pride in what you're learning. The set of production tools you have are all you need for this work.

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## Lesson 01

The digital marketplace and your potential clients.

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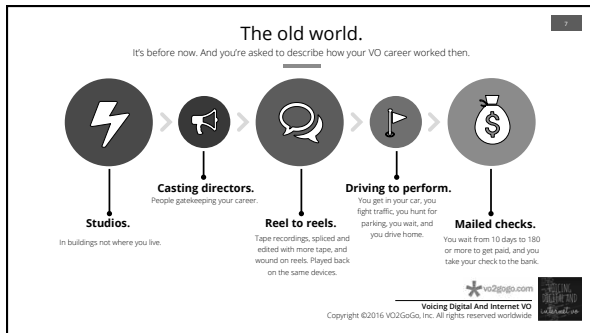
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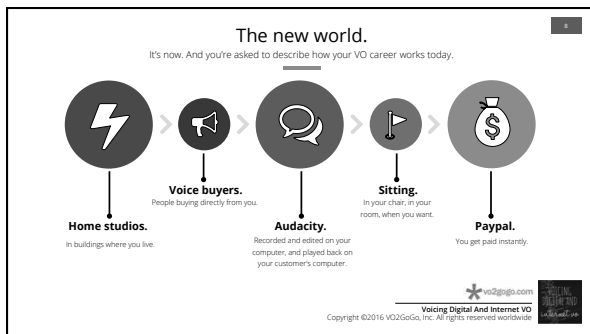
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**“**  
**The marketplace:**  
Websites, publishers, Voice123, Voices.com, Craigslist (be careful), personal observation, existing clients, piggybacking. “I wish there was...,” what others have done...  
**”**

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# Voicing Digital And Internet VO Class Notes

**“ Digital work:**  
Web help files,  
site/page tours,  
sales promos,  
apps, podcasts,  
tutorials, sizzle  
reels, e-learning,  
explainer videos...  
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**Don't forget to create your own content.**  
You're free to create your own digital and internet 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 training system.**  
What are you particularly good at? Create a digital product that offers instruction in that area for a fee, and make it available to the world.

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**Lesson 02**  
Performance and production skills you'll need.

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Clarity.

Stress clarity in your performance.

Digital files can eventually be downsampled and sound less than perfect.

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Remember the listener's environment.

They most likely will be using a device with earbuds to listen.

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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.

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**Being authoritative in the world of digital content.** 16

Here are four guidelines for making sure you sound like you know what you're talking about.



**01 Know the jargon.**  
Don't fake it - know what you're talking about. And if you don't know, find out.

**02 Use Google to search.**  
Finding out is easy with Google. Just search for what you don't know. It's what all the cool kids do.

**03 Use Google news alerts.**  
Instead of you going after knowledge, have the knowledge sent to you. Create alerts for what you're working with.

**04 Stretch yourself.**  
Don't be afraid to explore new things. Just because you don't know about something doesn't make it dangerous.

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**Two production requirements that simplify things.** 17

That equipment you have? That's all you need. Those file formats you're familiar with? That's all you'll need.



**Use the equipment you already have.**  
The same microphone, the same software, the same computer, the same editing. You got this.



**Understand WAV and MP3.**  
Get those straight, and you have what you need to give the client what they want.

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**What to do after you've voiced your digital work.** 18

There are four things you might want to create to go along with your work.

**Include a "how to use" document.**  
You've seen them: README.TXT. Make one for your client.

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**Create boilerplate support text.**  
Help your client, and their users, implement your work.

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**Grab a snippet for your own promotion.**  
Make sure all your profiles and your website show off your work.

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**Lather, rinse, repeat.**  
It won't be perfect the first time. Do it again and again to get better.



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### Lesson 03

Staying union compliant. Marketing and promoting your skills.

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“ Staying union compliant begins with understanding the contracts that cover digital work: SAG New Media and AFTRA CO-ED. ”




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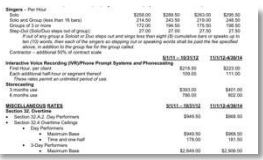
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**Use a paymaster, or become a signatory.**  
Make sure you price your services so you can cover all fees and contributions.

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# Voicing Digital And Internet VO Class Notes

**Promoting and marketing your services.**  
Make sure you hit as many avenues of promotion and marketing as you can manage.



**Your demo: everywhere.**  
On all of your profiles, on your website, in your signature...anywhere people can find you.

**Update your capabilities.**  
Don't just update your demos - make sure you update your descriptive text: "Great with digital/internet copy."

**Write promo copy.**  
Make sure the copy you write stresses client benefits and feelings, not just your skills.

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
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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.

- + **Take an inventory of all the digital work you see and hear around you.**
- + **Be vigilant when you look for opportunities. Think "What If L."**
- + **Consider creating digital content for yourself to sell on the web.**
- + **Write marketing copy for yourself that stresses benefits and feelings.**

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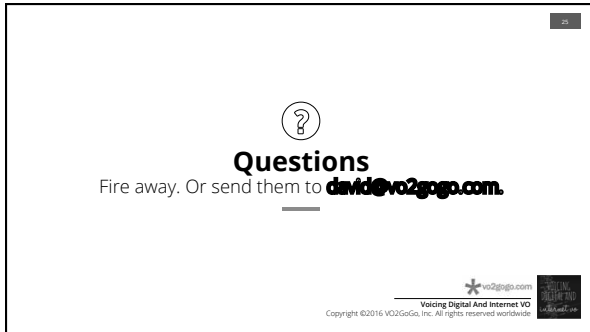
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**Questions**

Fire away. Or send them to [david@vo2gogo.com](mailto:david@vo2gogo.com).

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**Pick a clip to record.**

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