

# Mastering VO Marketing Class Notes

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presents  
**Mastering VO Marketing**  
Created by David H. Lawrence XVII

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**This is a Commerce class.**  
It's all about the business.

**Art**  
The **will** of **storytelling** how to make commercial, successful and profitable. It's about almost all other voices over business step.

**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 is the marketing process that brings VO clients to your door?

**Lesson 01**  
The services you'll be marketing, and the clients to whom you'll market.

**Lesson 02**  
Electronic and digital marketing: your lead strategy.

**Lesson 03**  
PR, and traditional marketing: your supporting strategy.

**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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# Mastering VO Marketing Class Notes



**Introduction**  
What is the marketing process that brings VO clients to your door?

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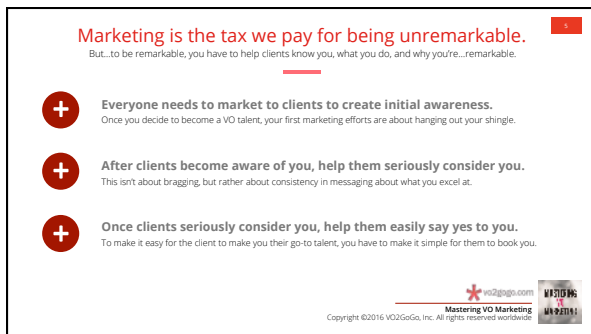
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**Marketing is the tax we pay for being unremarkable.**  
But...to be remarkable, you have to help clients know you, what you do, and why you're...remarkable.

- +** **Everyone needs to market to clients to create initial awareness.**  
Once you decide to become a VO talent, your first marketing efforts are about hanging out your shingle.
- +** **After clients become aware of you, help them seriously consider you.**  
This isn't about bragging, but rather about consistency in messaging about what you excel at.
- +** **Once clients seriously consider you, help them easily say yes to you.**  
To make it easy for the client to make you their go-to talent, you have to make it simple for them to book you.

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**Lesson 01**  
The services you'll be marketing, and the clients to whom you'll market.

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Before you start your marketing efforts, make notes on where you are in your performance arts journey. Then, work from there.

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**What VO do you want to market?**

Radio and TV spots, audiobooks, IVR, documentary and specialty narration, promos, trailers, voicematching, ADR, animation, video games, imaging, news, industrials, and your own content.

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**Focus your efforts on the categories that feed you.**

These three things should be your priority when deciding where to concentrate your marketing efforts.

		
<b>Things you're good at.</b>	<b>Things you love.</b>	<b>Both.</b>
Even if you don't love it more than anything in the world, categories of VO that you are good at shine.	Sometimes, a category of VO is not your biggest moneymaker, but your love shines through.	That awesome, rare category of work that you both love AND are good at? Start there.

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## To whom will you market?

Ad agencies, studios, engineers, directors, producers, production directors, game developers, small businesses, podcasters, DJs, audiobook publishers, ACX, and current clients.



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## How to prioritize your marketing.

Playing to your strengths in life is usually more productive than trying to improve on your weaker attributes.



**Market to your strengths.**  
Assess your best products, then order them by ability and enthusiasm. Look at your top products and make sure they are in alignment with your brand. Market those first.



**Don't try to "round yourself out."**  
Put the bulk, if not all, of your efforts into marketing those categories you love and are good at. Avoid the temptation to try to be good at everything.

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## Lesson 02

Electronic and digital marketing: your lead strategy.

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**Your front line of marketing: electronic.**  
It's where most people, especially hiring/casting entities, live. And where they look first.



**Demos**  
Online demos everywhere: your website, profiles, and in your signature. Not on CD/DVDs these days.



**Website**  
Yourname.com is where you want to potential clients to really focus on the marketing message you want them to hear.



**Profiles**  
Your online profiles on sites like Voice123, Voices.com, ACX, and Actors Access, Oh, and on VO2GoGo.



**Social Media**  
Facebook, Twitter, LinkedIn, Instagram, Pinterest, and Google+. Take the separate Mastering Social Media class in the VO2GoGo curriculum.

  
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**“ Demos:**

House your demos everywhere that is appropriate (all demos on your website, only audiobook demos on ACX, etc.) **”**



  
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**“ Website:**

Don't make visitors hunt for your materials. Place them within easy reach, and with as few clicks as possible. **”**

  
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**Profiles:**  
Make them easy to consume: don't overwrite, and don't give visitors any reasons to say "no." And keep them up to date.



David H.  
A veteran of  
Available fo  
Obvious Male

AUDIOBOOK SAMPLES ABOUT

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**Social Media:**  
Focus on the avenues that lead to work. Create accounts/pages for your VO practice, separate from your personal profiles.

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**Lesson 03**  
IRL and traditional marketing: your supporting strategy.

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**Your second line of marketing: IRL/physical.**  
What the heck does IRL mean? In Real Life - matches up with physical marketing materials.



**Cards**  
Regular business cards, or MOO cards (moocards.com). For extra credit, investigate NFC cards.

**Backslips**  
1/3 of an 8 1/2 x 11 or A4 page. Lots of room for information.

**Networking**  
Mixers, meetups, one-on-one coffee dates, union events, casting site IRL events.

**Workshops**  
Organized performance workshops in front of agents and CDs.

**Lists/Groups**  
Move from online Facebook groups and mailing lists to IRL meetings.

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**QR Codes: linking the physical and online worlds.**

These allow for an IRL-to-electronic connection. When someone scans a QR code on their mobile device, a browser window opens the site the QR code points to.

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**QR Codes: easy and free to generate.**

You can make as many as you like at:  
<https://createqrcode.appspot.com/>

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**Business Cards:**

Make them memorable. Include contact information and a QR code. Offer something of value.

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Extra Credit: NFC (Near Field Communications) cards.

These cards allow for another IRL-to-electronic connection. When someone places the NFC card on their mobile device, the device acts on the data stored in the card.

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“ **Buckslips:**

With more space, you can treat your viewer to more information. Stress benefits, not features.

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**Networking:**  
Go to events with an attitude of being of service, and a healthy supply of business cards.

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**Workshops:**  
Use them for learning, networking, connecting, and most importantly, creating relationships. Don't forget to enjoy all of those options.

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**Lists/Groups:**  
Move from online connections to in-person connections. Be of service, don't be desperate.

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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.

Next steps: take what you've learned, explore and learn more, then put that all to work.

- +** **Prioritize your marketing. Figure out what floats your boat. Market that.**
- +** **Make sure your demo portfolio is up to date, and present everywhere.**
- +** **Create online presence/profiles that maximize information to the visitor.**
- +** **Design/produce physical items (cards, business, etc.) that showcase your brand.**

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### Questions

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

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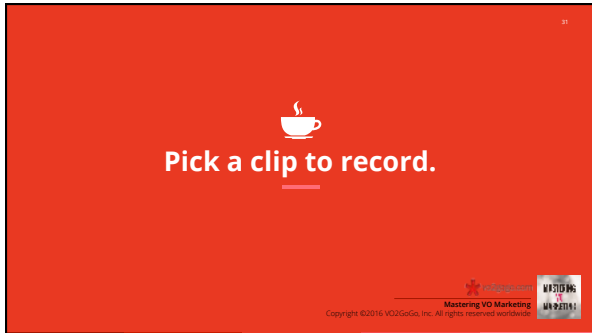
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