

# Creating Your Own VO Content Class Notes

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presents  
**Creating Your Own VO Content**  
Created by David H. Lawrence XVII

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**This is an Art, Commerce and Science class.**  
This class covers all three disciplines.

**Art**  
The skill of **storytelling** - how to voice commentaries, 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 creating your own content is so important to your practice.
- Lesson 01**  
Opportunities and examples of products you can create.
- Lesson 02**  
Working in your secret lair: product creation and production.
- Lesson 03**  
Completing your system: promotion, sales and backend fulfillment.
- 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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# Creating Your Own VO Content Class Notes



**Introduction**  
Why creating your own content is so important to your practice.

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**Creating your own content: booking yourself as a client.**  
Four things you need to know about this process and why it should be part of your portfolio.

- +** **Creating your own content is about digital marketing and production.**  
This is about switching your approach, from worker or hired talent, to producer and marketer.
- +** **It's also about developing your own brand of entrepreneurship.**  
Becoming adept at creating your own content builds your business acumen and ability. It adds to your street cred.
- +** **It's one of the most overlooked opportunities open to VO talent.**  
We spend so much time auditioning for work, hoping to get booked, that we forget we can create our own stuff.
- +** **You don't have to wait for someone to give you permission to be successful.**  
No hoping, wishing, auditions, or rejections. You just open up a new recording screen in Audacity and get to work.

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**Lesson 01**  
Opportunities and examples of products you can create.

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**How to recognize CYOC opportunities.**  
The ideas for creating your own content can come from a number of different vectors.

**Existing work.**  
The work you do for clients can inspire you to create similar or complementary products.

**Other productions.**  
Watch what's happening with other production efforts, then piggyback on their projects.

**Your own needs.**  
Create a product for yourself, then package it and sell it to others.

**"I wish there was..."**  
Listen for anyone to say that (customers, clients, peers, friends, family) then see if you can fulfill their wishes.

**A better version.**  
Do what others have done, and create a better product.

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**Product examples:**  
Premium podcasts, your Kindle/audiobooks, public domain work, outbound IVR messaging packages, educational products, animation, sizzle reels, and faith-based products...

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**Example:**  
Premium Podcast  
**Secrets of Screen Acting Podcast**

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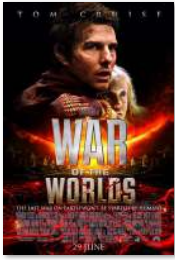

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“ Example:  
Public Domain  
Audiobook  
**War of The  
Worlds** ”



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**Lesson 02**  
Working in your secret lair: product creation and production.

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Create your product with the gear you already have.  
Use the sound gear, hardware and software you use for everything else. No need for an outside studio.



Mic stand On Stage Desktop  
Microphone The AT-2020 USB Plus  
Earbuds Sony MDREX10LP  
MP3 plugin LAME  
Sound software Audacity  
Mastering plugin The Levelator

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“ Edit your product with the same stairstep method we teach in Recording for ACX. You can use this method for all your work. ”



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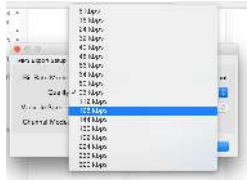
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Export your MP3s at 128k mono.

This will give you a nice combination of quality and file size. Remember, the higher quality the file, the larger the file size.

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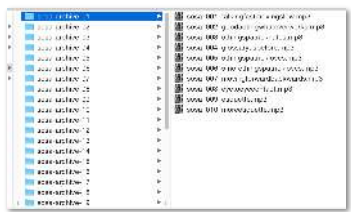
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“ Separate large products into segments, and create ZIP archives for easy download of the product. ”

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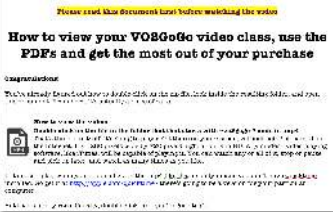
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Create a READ ME file: a PDF you include with your product to help your customers use it properly.

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How to view your VO2GoGo video class, use the PDFs and get the most out of your purchase

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Edit a snippet to use online or offer a free sample.

Remember that you're going to be promoting your work, so give people a smidge to listen to.



Edit a snippet as a sample.  
Like Audible does with all of their audiobooks, give your listeners a chance to hear a bit of your product.

Offer a free episode/lesson.  
What I do with all of my products: I give potential customers a chance to experience the product in full, either with a free class or a free episode.

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Once you've produced your product, price it well.

Don't confuse price with value, nor underprice your product. Customers might undervalue your product based on the retail price you decide to charge.

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**Create a website, or use an existing one, to sell.** 19


Standalone websites for each product means more work and more upkeep.

**You'll need hosting.**  
This is the server space where your website will live. I prefer DreamHost: <http://vo2gogo.com/get-dreamhost>

**You'll need a domain.**  
You might want to check on domain availability before naming your product: <http://godaddy.com>

**PayPal, Stripe or Gumroad?**  
You want to get paid. All three are super simple to create an account: <http://paypal.com> or <http://stripe.com> or <http://gumroad.com>

**Lather, rinse, repeat.**  
Keep notes on what worked and what didn't. Every time you create a new product, it will get easier and easier to do.



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**Write great copy for your website, promos and ads.** 20

There are four things you want to bear in mind when writing copy for your product.

**Stress benefits, not features.**  
Talk about how your product will solve a problem.

**Create a customer avatar.**  
Kind of like an audience of one, who's your primary target?

**Put yourself in their shoes.**  
Make sure all of your copy speaks to solving their problem.

**Optional: Use Google, Twitter and Facebook.**  
For as little as \$50, you can test the waters on these sites.



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**Lesson 03** 21

Completing your system: promotion, sales and backend fulfillment.



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**To distribute your product, try Gumroad.com.**  
Sure, you can pay for a complete shopping cart/digital download management system, like the one we use for VO2GoGo.  
Or, you can use Gumroad.

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**Gumroad: store content, serve it and get paid.**  
Here are four simple steps to using Gumroad.com.



- 01 Create an account.**  
It's easy. You fill out a typical profile, and connect to your bank for payment.
- 02 Upload your content.**  
Gumroad will tailor your upload to the type of product it is: film, course, podcast, subscription, etc.
- 03 Monitor your sales.**  
Gumroad has a very well designed dashboard that keeps you up to date on your day-to-day sales results.
- 04 Get paid.**  
Gumroad sends payments to your bank for every sale, less 8.5% + 25c. For \$10/month, less 3.5% + 25c. (The next video says 5% - wrong.)

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**How Gumroad.com Works – Video Demo**  
Gumroad is really simple to use – but you'll pay a bit for the convenience.



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“ Use day and date marketing to build interest. Follow the pattern that movies, games and TV shows use. ”



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**Additional sales vectors for your product.**  
Don't just sell directly via your website. Use these avenues to gain a wider customer base.



**Amazon.**  
Amazon Video Direct is now the Kindle of video.

**Audible.**  
Audible now has Channels - for short form audio. Great for promotion.

**Guest star.**  
Contact podcasts, blogs, newsletters and other outlets and offer your expertise as a guest. Be sure to mention the URL of your product.

**Relevant sites.**  
Contact sites that are relevant to your product and ask for placement on their page, or paid advertising.

**Affiliates.**  
Gumroad and other cart options let you pay customers, fans, friends and family to give you referrals.

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**Test your system prior to launch.**  
It may look like it works, but you should have other people “proof” your system by making actual purchases before you open. And make sure to monitor the first day for any glitches.

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**After the sale.**  
Here are some things you can do after the sale to increase future sales.



**Bundle.**  
Create more products, then bundle them appropriately, and sell the bundle at a discount.



**Make products evergreen.**  
Design your products for the longest shelf life possible. Write the content to be able to live for years, not months.



**Operate anywhere.**  
As long as you have an internet connection, you can do this work anywhere. Costa Rica, anyone?

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If you're creating an episodic product, offer an archive of all episodes as a new product.

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**Raising money, if you need to.**  
I prefer to bootstrap, but I've done a crowdfunding project as well.



**Bootstrapping.**  
You invest the money you've earned from one product in the creation of another. You won't pay any percentage, but you'll be limited by the revenue you earn from the previous products you sell.



**Crowdfunding.**  
Hit up friends, family and fans for pre-sales funding. You'll pay about 15% and a lot of your time for the privilege.

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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.

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

-  **Inventory your expertise and the love you have of certain subjects.**
-  **Learn the basics of the tech needed for selling your product.**
-  **Create a simple product. Sell it. Learn from the process. Do it again.**
-  **Tighten up your system, and always make things easier for customers.**

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## Questions

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

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