

Voicing Trailers And Promos Class Notes

vo2gogo.com
presents
Voicing Trailers And Promos
Created by David H. Lawrence XVII

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This is an Art class.
It's all about the storytelling.

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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and the categories of animation and videogame work.

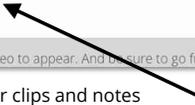
Also, make sure to click here to download your clip selection and class notes and save them somewhere convenient on your hard drive.

Be patient. It may take a moment for the video to appear. And be sure to go full

Be sure to download your clips and notes

They are right above the video for this lesson on the VO2GoGo site: click on the link, download the zip file, and unzip to get the two PDFs.

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Voicing Trailers And Promos Class Notes

Here's the plan for class.

- Introduction**
What types of voices perform trailers and promos?
- Lesson 01**
The marketplace and categories of trailer and promo work.
- Lesson 02**
Auditors, performance, and working the trailer and promo mic.
- Lesson 03**
Your demo, production density and mastering the craft.
- 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 types of voices perform trailers and promos?

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What types of voices perform trailers and promos?
Yours, actually. It's no longer the exclusive bailiwick of deep-voiced Don Lafontaine wanna-be's.

- Traditionally, deep-voiced males.**
You know what you think of when you think promos and trailers: "In a world. Where one man..."
- More recently, normal-pitched male voices.**
NBC's and FOX's drama announcers are deep-voiced. But Joe Cipriano, who does the rest of it all, is not.
- Currently, highly animated or specialized men and women.**
For sports, for reality shows and for other specific genres, it's open to anyone.
- Some channels prefer women almost exclusively.**
Networks that target women specifically often will zero in on a great female voice or two for their work.

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2



Lesson 01

The marketplace and categories of trailer and promo work.

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3

“ The markets:

- TV
- Radio
- Studios
- Theatrical
- Book publishers
- The web

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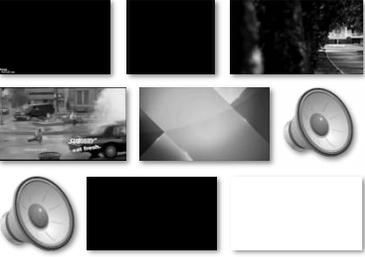


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“ The categories:

- Film Trailers (spots)
- Format/program imaging
- Episode/series promos
- Service Promos
- Contesting/giveaways
- Sizzle reels/EPKs
- Product previews

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// You are a customer as well:
Create trailers and promos for your own created content. **//**



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VOICING TRAILERS AND PROMOS



Lesson 02

Auditions, performance, and working the trailer and promo mic.

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First, relax. The no-announcer trailer is nothing new.

Not every production that creates a trailer creates it with an announcer in mind. Same goes for other voice over categories, like commercials and live exhibits. There's still plenty of work.

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How to create a beautiful promo/trailer audition.

Here are 4 things to keep in mind about this very stylized voice work.

Remember the two stages.
The first is where you are, and the second is the dense production of promos/trailers.

Leave a beat for actualities.
No need to leave the full duration of what will be added to your voice work, just a beat.

Throw those tags away.
"Rated PG 13." "Starts Friday."
"Tuesday at Walmart." "Available only on Amazon." Say them all as if you are only doing it because you have to.

Study the show.
Learn everything you can about the production, channel, project or format.

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Trailer and promo performance: rich, flavorful.

Follow these four style guidelines of trailer/promo performance excellence.

01 Very stylized
Trailers and promos have a vocal approach all their own: dense, tight, deep.

02 Keep it moving.
This is the most compact of all voice over skills - a lot needs to be communicated in very little space. Take and keep the air out.

03 Critics are key
In trailers that quote reviewers and their critiques, highlight names and content.

04 Heightened emotions
Create a connection with the listener or viewer based on your investment in the content.

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Defining your audience of one.

Here are four questions you want to ask yourself as you approach the promo/trailer work for a particular project.

Is she familiar with the project?
Or is this a premiere of a brand new show?

Is she a fan of the project/creator/star?
Are you cheerleading an already rabid fan?

On what outlets will the show be seen?
Who's the audience of one (usually) for that outlet?

Are you telling your best story to one person?
Or are you simply trying to read words well on the page?

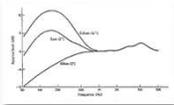
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Working the mic: get really, really close. 16
Take advantage of three very key approaches to the voice work for promos and trailers.



Loudness.
Promos and trailers need to be easily heard, consumed and digested. Don't be considerate.



Bass proximity effect.
The closer you get to the mic, the more bass is picked up in your voice. Take advantage of that.



Growing.
A relatively recent style, you literally brush the mic with your lips, lowering your volume and pitch.

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strength

Always lead with your strengths and brand.

Not everyone (very few, actually) can be the next Don Lafontaine.
Instead, be the first **you**.

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Lesson 03
Your demo, production density and mastering the craft.

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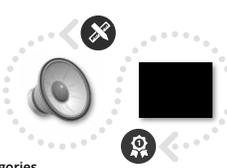
Your promo/trailer demos: dense, rich and yummy.
And maybe not just produced in audio, but eventually, video.

You absolutely need a producer.
Unless, of course, you're a world-class promo producer.

Show that you know your brand.
The producer will select clips that showcase that brand.

Length: 2-3 minutes, with several clips.
Show you're not just good for one type of service or format.

Create different demos for different categories.
Different areas of promo and trailer work have different demos.



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Production:
It's ultimately specialized for the outlet or program. Dramas are different from comedies are different from sports.



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Production:
Each project will have a specific culture, style, sound and production approach. Watch for opportunities that match your brand.

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Production:
Isolate just the announcer content. Notice how fragmented it often is, and how it works with other production elements.

OPEN ON SHASH CUT OF BAD ROBOT logo and MARVEL STUDIOS logo, cross dissolve to ECU of Spiderman's eyes, dissolving to Iron Man's eyes, dissolving to Captain America's eyes

This Friday. . .

Fade to black, then up to copter shot of New York City, swooping down over Central Park to Times Square

The battle. . .

CIRCLE shot of Hulk, Green Arrow, Iron Man, Spidey, and Captain America forming a circle to protect this intersection from. . .

Mill. . .

Alien invaders, swooping in from all angles, showering the heroes with all manner of weaponry output

Begin.

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Mastering your craft: study/emulate the masters.
Google "promo announcers," find the names of the people who are booking, and study their work.

Watch the promos.
Don't automatically jump ahead or fast forward on your DVR. Study the art form of network TV promos.

Get to the theater early.
Watch the trailers. Listen to the production style, the music stabs, the vocal interjections supporting the images on the screen.

Don't touch that dial.
It's a nasty habit to get into - instead, stay with a station, and study its format and service/ID promos.

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Everything is a Remix
(SO STEAL LIKE AN ARTIST)

**Mimic what you hear.
Steal useful things.
Don't feel guilty.
Make what you steal
your own.**

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“ And be sure to bring your brand to the party. Give producers you and what you are. Don't be afraid to show your true self, not someone else. ”



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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.

- + **Study the marketplace, and notice where trailers and promos appear.**
- + **Get to know the people getting the work: google "promo announcers."**
- + **Plan on putting together a promo/trailer and/or imaging demo.**
- + **Watch TV and film (and listen to radio) with an ear for promo work.**

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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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