

Voicing Training And Industrial VO Class Notes

vo2gogo.com
presents
Voicing Training And Industrial VO
Created by David H. Lawrence XVII

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VOICING
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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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Here's the plan for class.


- Introduction**
Why pursue training and industrial voice over?
- Lesson 01**
The marketplace and clients of training and industrial work.
- Lesson 02**
Auditors, performance, and possible production work.
- Lesson 03**
Union coverage, your demo, and client management.
- 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 pursue training and industrial voice over?


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Why pursue training and industrial voice over?
TL;DR: it pays well, it's not demanding, and you'll be the voice that helps a lot of people over time.

- +** **Training and industrial productions pay very well (but no residuals).**
At \$330 to \$450+ per hour (union), it pays pretty well, and those are studio hours, not finished hours.
- +** **You'll learn some interesting stuff, and directly help people succeed.**
Next time your pompous cousin Jerry starts spouting off about sexual harassment, you'll have the facts.
- +** **It's easy, fun work, and it doesn't take days to get the work finished.**
And even if it does take days, they are all fun, and you get paid for every hour you're in the studio.
- +** **Training and industrials are as equal opportunity as it gets.**
There are categories of VO that prefer one gender over the other, but this is not a male-exclusive domain.

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2



Lesson 01

The marketplace and clients of training and industrial work.

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3

Examples of training and industrial projects.

Here are three examples of typical training and industrial films.

 <p>presentation is everything</p>		 <p>For Preview Only Sexual Harassment is illegal and not tolerated in any workplace.</p>
<p>How to present. From Video Arts, John Cleese's training production company.</p>	<p>Coffee prep basics. A training video from Starbucks made with actual Starbucks baristas.</p>	<p>Sexual harassment. Featuring the not so clear title, "Sexual Harassment Made Simple" OK. Created by a consulting company.</p>

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4

Marketplace:
Internal training
Consultants
Government
CLE/CME/CxE
How-tos and DIYs
E-learning/testing


  

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The categories:
HR/Career Development
Customer Support
POS/Retail Training
Legal/Compliance Training
Management & Marketing
Organizational Training
Retraining/Rehab

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11



Lesson 02

Auditions, performance, and possible production work.

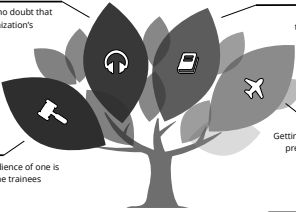
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12

Auditioning for training and industrial projects.

Here are 4 keys to the perfect approach to auditions.



- Cheerlead for the client.**
There should be no doubt that you are the organization's mouthpiece.
- Assume a position of authority.**
There should also be no doubt that you are the world's greatest authority on this topic.
- Clarity. Precision. Help.**
Getting your points across clearly and precisely to the trainee is critical to being effective in the training.
- The trainee.**
Defining your audience of one is very simple: it's the trainees themselves.

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13


Performance Key #1:
Have consistent energy, with a delivery that is a cross between documentary narration and news and info.

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14

Performance Key #2:
Have an easy, informative, and confident approach to your cadence and delivery. Be smooth, but authoritative.



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15

Performance Key #3:
Signal the end of concepts and lessons by coming to a recognizable conclusion. Don't leave the trainee hanging.

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Performance Key #4:
Be ready for "interesting" material: sex, fraud, tolerance, political correctness, and gender and racial issues. Present them with authority and grace.



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Time flies like an arrow, fruit flies like a banana




Performance Key #5:
You'll be talking to picture if it's a video project, but not usually to try to hit a particular length of time.

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Produce the project for extra compensation.
Keep these four options in mind if you're asked to do more than just voice the project.



01 Quote a rate
It's hourly, on top of what you're charging for voice work. \$250 per hour is a good place to start.

02 Find inexpensive music.
Music2Hues.com is a great resource for inexpensive yet excellent music, licensed for all exploitations in perpetuity worldwide.


03 Gather client assets
Be pleasantly persistent in getting anything you need from the client.

04 Cross-sell other modules
Always hold your client's hand and offer advice on working in mentions of related training projects.

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Lesson 03

Union coverage, your demo, and client management.





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Union coverage:
Training and industrial work is covered under the SAG-AFTRA CO-ED non-broadcast contract.

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2011-2014 AFTRA CORPORATE/EDUCATIONAL and NON-BROADCAST CODE

The rates below are for the AFTRA 2011-2014 Corporate/Educational and Non-broadcast and training programs, public relations and promotional programs, etc. These are to be all-inclusive. For further information regarding rates, terms and conditions, please refer to the AFTRA Handbook.

Health & Retirement Contribution Rate: 15.5%

MINIMUM COMPENSATION, FEES PER PROGRAM	5/1/11 – 10/31/12	
PRINCIPAL PERFORMERS	Category I	Category II






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	5/1/11 – 10/31/12		11/1/12-4/30/14	
	Category I	Category II	Category I	Category II
OFF-CAMERA				
Day Performer (Voice Over)				
First Hour	\$393.00	\$437.50	\$401.00	\$446.50
Each additional half-hour	115.00	115.00	117.50	117.50
Retakes, Voice over performers only				
Entire script, first hour	393.00	437.50	401.00	446.50
Entire script, each additional half-hour	115.00	115.00	117.50	117.50
Partial Script, within 60 days, 30 minute session	213.50	213.50	218.00	218.00

Union rates: around \$400+ per hour in studio.

Initial recording and retakes at \$450 first hour, and additional hours at around \$240 per hour. Don't hesitate to ask for the same if you're non-union.

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Your training and industrial demos: clear and concise.
Note these four key aspects to producing your training and industrial demos.

You can do this yourself.
If you want to use a producer, you can, but dry voice works.

If you use a producer, get more dense.
Add actualities, music and other production elements.

Length: 2-3 minutes, with several clips.
Vary your content and show a broad set of capabilities.


You can also create a video version of the demo.
But...whether audio or video, bring your brand and make it shine.



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Client management of training and industrials.
This area of work is very corporate, so learn to live in the corporate world.



Be flexible.
Show resilience and a bias for action. Help the client make the decision to hire you in the future.

Follow up.
Find out how the project turned out. Let your client know you're available for future work.

Hand-holding.
This is an area of VO work that is client contact intensive. Don't shy away from communication.

Government work.
It can be a long slog, and a long wait for payment, but the work is plentiful.

Deposit: 50%.
Then, get the remainder on delivery.

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3 Or More Things To Explore
Your homework and other actionable items.

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23

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

- + **Familiarize yourself with this work: search YouTube for "training films."**
- + **Review any training or industrial films you've been subjected to.**
- + **Create a training and industrial project demo. Consider denser production.**
- + **Watch the casting sites for this type of work, and audition fearlessly.**

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24

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

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25

Pick a clip to record.

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