

Mastering Voice Over Pricing Class Notes

vo2gogo.com
presents
Mastering Voice Over Pricing
Created by David H. Lawrence XVII

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

Art
The skill of **crafting** how to make commercial, successful and profitable. 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 execute above-receiver practice. The science is about changing.

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Here's the plan for class.

- Introduction**
Pricing your services confidently is a business game changer.
- Lesson 01**
Start with US SAG-AFTRA union rates as your bedrock.
- Lesson 02**
If you're non-union, consider making these adjustments. Or not.
- Lesson 03**
Residuals, royalties and additional fees: upselling your clients.
- 3 Or More Things To Explore**
Your homework and other actionable items.
- Questions and Answers**
Save your questions until the end, then fire away.

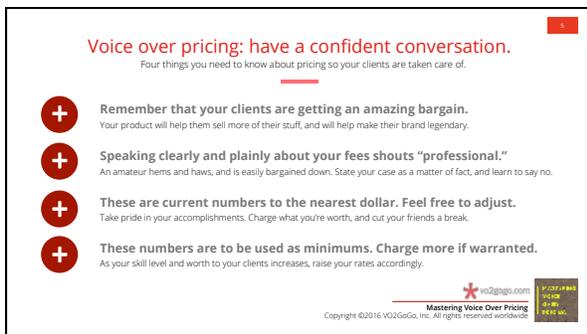
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Introduction
Pricing your services confidently is a business game changer.

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Voice over pricing: have a confident conversation.
Four things you need to know about pricing so your clients are taken care of.

- +** Remember that your clients are getting an amazing bargain.
Your product will help them sell more of their stuff, and will help make their brand legendary.
- +** Speaking clearly and plainly about your fees shouts "professional."
An amateur hems and haws, and is easily bargained down. State your case as a matter of fact, and learn to say no.
- +** These are current numbers to the nearest dollar. Feel free to adjust.
Take pride in your accomplishments. Charge what you're worth, and cut your friends a break.
- +** These numbers are to be used as minimums. Charge more if warranted.
As your skill level and worth to your clients increases, raise your rates accordingly.

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Lesson 01
Start with US SAG-AFTRA union rates as your bedrock.

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Clarity.

Alert: there are going to be a lot of numbers here.
But they'll be presented in an easy-to-understand way.

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A key concept: the 13-week cycle.
A commonly cited time period for the use of certain content.
It's also exactly one-quarter of a year.

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“ Here are the prices for every category:
Radio and TV spots (both network and cable), internet ads, audiobooks, IVR, narration, promos, ADR, animation, video games, imaging, online video narration, industrials, and pricing production work... ”



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Radio commercials (SAG-AFTRA).

Local or national, union rates for extended use include residuals. You get a session fee plus usage.

Session Fee...	... plus Usage	Fee	Demos - Non-Air	Tags
\$276	Wild Spot	\$376	\$192	\$115
	4-wk National	\$765		
	13-wk Regional	\$912		
	13-wk National	\$1,512		



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Radio promos (SAG-AFTRA).

Very straightforward, as a promo rarely runs more than 13 weeks. You get more if you mention a sponsor.

Usage	Fee
8-day	\$270
13-week	\$350
Value Added	\$410
Tags	\$95



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Internet radio commercials (SAG-AFTRA).

Your fee depends. Is it made for the Internet, or is it moving over to the Internet from broadcast radio?

Session Fee	Made For Net	Fee	Move over	Fee
\$276	4-week Use	\$348 (125%)	4-week Use	\$348 (125%)
	8-week Use	\$417 (150%)	8-week Use	\$487 (175%)
	1-year Use	\$1043 (375%)	1-year Use	\$1182 (425%)



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Network prime-time TV commercials (SAG-AFTRA). 13
That's called Class A usage, which includes residuals. You get session fee plus usage.

Session Fee...	... plus Usage	Fee	Demos - Non-Air	Tags
\$472	Wild Spot	\$758	\$236	\$140
	1st Use	\$472		
	2nd Use	\$113		
	3rd-13th Use	\$90 each		
	14th-18+ Use	\$82 each		
Example: 100 airings = \$9,091				


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Cable-only TV commercials (SAG-AFTRA) 14
A single payment for unlimited 13 week use, reflecting lower cable income and viewership.

13-week Unlimited Use

\$472


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Documentary Narration (SAG-AFTRA). 15
A day rate (8 hours in studio), plus residuals for network, syndication, theatrical, cable, VOD, and foreign use.

Session Fee

\$925 + exploitation residuals


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Network or cable TV PSAs (SAG-AFTRA). 16
 A single payment for unlimited 1 year use.

1-year Unlimited Use

\$472 session + \$236 usage = \$708 total

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Network/cable TV promos (SAG-AFTRA). 17
 Same as radio, as a promo rarely runs more than 13 weeks. You get more if you mention a sponsor.

Usage	Fee
13-week	\$480
Value Added	\$410
Tags	\$93

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Internet TV commercials (SAG-AFTRA). 18
 Your fee depends. Is it made for the internet, or is it moving over to the internet from broadcast or cable TV?

Session Fee	Made For Net	Fee	Move over	Fee
\$472	4-week Use	\$590 (125%)	4-week Use	\$590 (125%)
	8-week Use	\$708 (150%)	8-week Use	\$826 (175%)
	1-year Use	\$1770 (375%)	1-year Use	\$2006 (425%)

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ADR – Additional Dialogue Recording (SAG-AFTRA). 10
A day rate (8 hours in studio), plus residuals for network, syndication, theatrical, cable, VOD, and foreign use.

Session Fee

\$925 + exploitation residuals

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Feature, Broadcast and Cable Animation (SAG-AFTRA). 20
A day rate (8 hours in studio), plus residuals for network, syndication, theatrical, cable, VOD, and foreign use.

Session Fee

\$925 + exploitation residuals

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Video games (SAG-AFTRA). 21
This is one area that has no residuals or royalties. Each 4-hour session includes up to three characters.

Session	Voices	Fee
4 hour	Up to 3	\$825
1 hour	1 only	\$413
Additional voices	each	\$275
6 hour	6 to 10	\$1651

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Audiobooks (SAG-AFTRA). 21
There are no residuals, and there is no master blanket contract.

Experience	Average PFH
New Talent	\$210
Moderate	\$230
Very	\$250+
Celebrity	\$1000+

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IVR – Phone Prompts (SAG-AFTRA). 22
Finally, the easiest VO category. Note that union rates aren't the best way to charge.

Content	Fee
First hour	\$425
Each additional half hour	\$125
Minimum	\$250
Per prompt	\$50

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Lesson 02
If you're non-union, consider making these adjustments. Or not.

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Arriving at a reasonable non-union rate. 20

Here are four considerations for making sure you quote a fee that's going to make you happy.

**KEEP CALM
AND
RAISE YOUR RATES**

01 Union rates.
Those rates are the product of years of negotiation – they have history and established value. Start there.

02 Your value.
What you're about to do for your client isn't easy. Not everyone can do it – but you can. Don't forget that.

03 Product exploitation.
Sometimes, non-union work is a buyout situation, so consider how long your work is going to be used and how it will benefit your client.

04 Client transformation.
Consider the remarkable change you're going to effect for your client's business. That's very valuable.

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ASK FOR MORE!

“

Since you're not getting residuals, don't be afraid to ask for more than union scale minimums.

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“

Resist the temptation to accept an offer of a buyout, unless it is extraordinarily generous, because the client can then use your work forever, in all forms of media.

”

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I ❤️ ADVERTISEMENTS

The following are non-union adjusted guidelines.

We'll review union rates, then offer non-union rate suggestions. This is based on industry surveys of what non-union talent is charging.

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Radio commercials - 4 week usage.
By market. Length doesn't matter (:30, :60).

\$1044	\$600
UNION	NON-UNION

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Radio commercials - 13 week usage.
By market. Length doesn't matter (:30, :60).

\$1890	\$1000
UNION	NON-UNION

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Radio commercial demos.
And by demos, we mean non-airing productions used for testing, not VO talent demos.

\$192	\$150
UNION	NON-UNION

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Radio commercial tags.
13-week usage, per tag.

\$115	\$100
UNION	NON-UNION

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Radio promos.
Per market, per promo. Promos are traditionally priced by the page of copy (\$300 per page).

\$270	\$50
UNION	NON-UNION

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TV commercials – 4 week usage.
By market. Length doesn't matter (:30, :60).

\$5000+	\$2500
UNION	NON-UNION

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TV commercials – 13 week usage.
By market. Length doesn't matter (:30, :60).

\$10000	\$5000
UNION	NON-UNION

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TV commercial tags.
13-week usage, per tag.

\$140	\$100
UNION	NON-UNION

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TV promos.
Per market, per promo.

\$270	\$100
UNION	NON-UNION

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TV narration.
Per 60 minute program.

\$925+	\$1650
UNION	NON-UNION

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Animation.
30-minute finished program.

\$925+	\$1000
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Videogames and mobile apps.
4 hour session (non-union not limited to 4 hours).

\$925	\$400
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Toys, action figures and games.
4 hour session (non-union not limited to 4 hours).

\$925	\$250
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Audiobooks.
Per finished hour. There is a vast array of options for both union and non-union.

\$260+	\$100
UNION	NON-UNION

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Mastering Voice Over Pricing Class Notes

Corporate/industrial narration.
Internal company use only.

\$2500+	\$1200
UNION	NON-UNION

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E-learning narration.
Hour long program. Internal company use only.

\$2500+	\$1500
UNION	NON-UNION

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Medical, legal, financial and other specialty narration.
Hour long program. Worldwide all-media use.

\$2500+	\$1750
UNION	NON-UNION

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Radio dramas and internet audio dramas.
Sample half hour show, 4 hour studio session. Not that common in the US.

\$860	\$300
UNION	NON-UNION

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Lesson 03
Residuals, royalties and additional fees: upselling your client.

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Audiobooks and royalties: a special case.

Whether union or non-union, Audible's ACX offers an alternative to per-hour fees: a 50/50 royalty split between the rights holder and you.

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Considerations before quoting a price.
Take these aspects of rate-setting into account before you quote a final fee.

Admin. How much administrative work are you going to need to do: billing, file manipulation, document management, etc.

Translation. If the content is going to need translation from one language to another, union rates add 50% of the session fee.

Service depth. Will this client need constant handholding, inordinately long phone conversations, email threads, etc? Adjust to taste.

Production. Are you performing and delivering dry voice tracks, or is there more production work involved?

Budget. The customer's budget, not yours. How much is s/he willing to spend on your work?

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Additional fees: production, administration, etc.
Don't forget to consider each project and what you'll be required to do – and charge accordingly.

Work performed	Fee
Post production	\$200/hr
Translation	\$100/hr
Dubbing	\$50/hr
Consulting	\$150/hr
Paymaster	5% of total

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Use a paymaster when needed and appropriate.
Make sure you price your services so you can cover all fees and contributions.

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How to have the client pricing conversation.
There are four things you might want to keep in mind as you pick up the phone or type an email.

Contact via phone?
Be pleasantly persistent, and remind the client that your fees are fair.

Contact via email?
Speak plainly, and offer to create an invoice on approval.

Overcome price objections.
"I hear you. You called me because you trust that I'm the best."

Have a conversation about value, not price.
"It may seem expensive for one day, but let's talk about what you get."



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NO Thank you

The power of "no thank you."
Don't be afraid to pleasantly say "no, thank you" if you're not getting the price you want. It's interesting how often the client will somehow find the money.



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Please don't engage in a race to the bottom.
Support your own rates and support the industry's rates as well. Don't be a **fiverr** guy or girl.



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