

Annual Tune-up – Part 1

Class Notes

vo2gogo.com
presents
Annual Tune-Up – Part 1
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 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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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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Class Notes

Here's the plan for class.

- Introduction**
Why a periodic tune-up is necessary for your VO practice.
- Lesson 01**
Your performance industry tune-up.
- Lesson 02**
Your equipment and recording environment tune-up.
- Lesson 03**
Your demo portfolio tune-up.
- 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 a periodic tune-up is necessary for your VO practice.

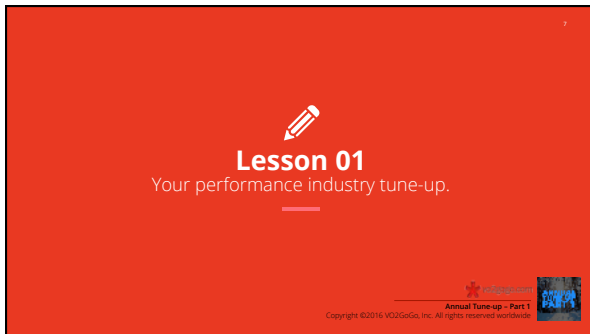
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Nipping and tucking: the yearly VO practice tune-up.
Four reasons a periodic assessment of where you are and where you're going is essential.

- The VO industry changes on a daily basis.**
You need to plan ahead based on where the industry is now and is going, not where it's been for years.
- Your assumptions need to be regularly challenged.**
Amassing the facts means knowing what is currently true, not what you assume is true.
- Technology moves, changes, and even disappears at a fast pace.**
VO is among the most technologically rooted businesses, and you need to regularly re-assess your tech.
- Your goals, skills and achievement levels change.**
As your personal experience as a voice over talent moves forward, you need to make decisions accordingly.

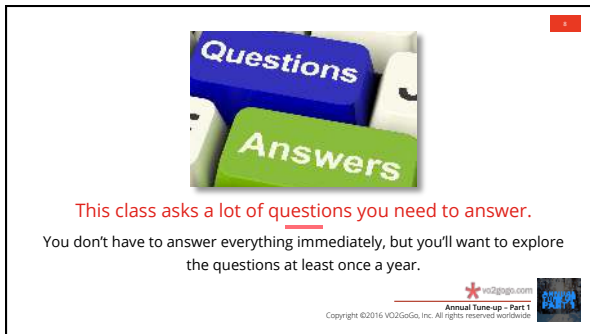
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Lesson 01
Your performance industry tune-up.

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Questions
Answers

This class asks a lot of questions you need to answer.
You don't have to answer everything immediately, but you'll want to explore the questions at least once a year.

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Union Membership:
Are you in the union?
If not, are you working steadily toward membership? What steps are you taking to make progress?
”

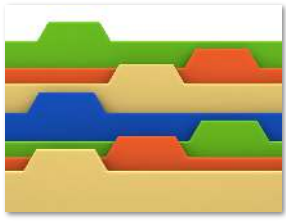


SAG-AFTRA

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Union Membership:
Were any contracts negotiated this year?
Any up for renegotiation? Any updates in current contracts?

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Union Membership:
Any contract that the union may be striking over? Will you participate, walk the picket line, networking with and supporting your fellow union members?



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Your Team:
Are you doing everything yourself?
Or do you have a team? Does that team need upsizing or downsizing?

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Your Team:

Where do you most need help? What are you doing that someone else could do better and cheaper? What is your time worth?

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Your Processes:


What's working well?
What isn't working?
What's working OK, but could be working much better?

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Preview: What processes to look at.

Four process we'll look at to see if you're using your resources and time well, or if you're spinning your wheels.



01 Administration.
Everything that your business requires to operate, outside of the actual VO work.

02 Client management.
The smooth (or not so smooth) process of the care and feeding of your customers.

03 Managing workflow.
Acquiring auditions, operating on casting sites, executing auditions and work, storing and managing assets and more.

04 Marketing and Promotion.
A streamlined and steady approach to all of the avenues of marketing your services, both online and IRL.

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Lesson 02

Your equipment and recording environment tune-up.

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Your Gear: Are you up to date?

Make sure the sound gear, hardware and software you're using is as up-to-date as possible.



Mic stand
On Stage Desktop

Microphone
The AT-2020 USB Plus

Earbuds
Sony MDREX10LP

MP3 plugin
LAME
(Macintosh: 3.98.2)
(Windows: 3.99.3)

Sound software
Audacity (2.1.2)

Mastering plugin
The Levelator (2.1.2)

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Your Gear: Need a new computer? Try the 2016 Macbook.

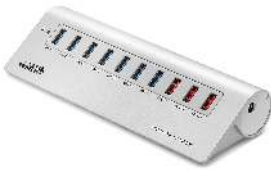
No fan means no noise: it's completely silent.



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Your Gear: Not enough ports? Upgrade to a powered hub.

If you're constantly switching devices in and out of your existing ports, get a larger, powered USB-3 hub. This is a **Sentey 10-port hub**.

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// Your Gear:

Do you have quiet, precise control over your scrolling, pointing, dragging and selection? Try the **Logitech M570 Trackball**.

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// Your Gear:

Are you backing up your data with an eye toward rapid recovery? Try the **Western Digital My Passport Hard Drive**.

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Room noise: ameliorate it ruthlessly.
Constantly refine the space in which you record so you can quickly audition and work.

Lights. Switch to LED or newer incandescent bulbs to eliminate ballast or transformer buzzing.

Reverberance. Minimize the internal noise in your recording space. Dampen the existing wall-to-wall ringing in the room.

External noise. Traffic, neighbors, pets, appliances, HVAC, and more. Stamp that noise out.

Gear and furniture. Clicking, scrolling, pressing, creaking, squeaking. Stop that.

Spend wisely. Don't overspend on the unnecessary. Talk to one of your instructors first.

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Lesson 03
Your demo portfolio tune-up.

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Your Demos:
What have you done to expand your ACX demo portfolio?
What genres have you auditioned for which you can use the audio as demos?

Arts & Entertainment
Drama & Monologues
Business
Classics
Comedy
Drama & History
Fiction & Screenplay
Fiction
Health & Fitness
History
Kids
Language Instruction
Mysteries & Thrillers
Nonfiction
Religion & Spirituality
Romance
Science & Technology
Science Fiction & Fantasy
Self Development
Sports
Teens
Travel & Adventure


CANCEL APPLY

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// Your Demos:
Have you considered “different” or non-traditional VO categories, like IVR, and created a demo for them? //

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// Your Demos:
Have you perhaps forgotten to add any demo-worthy material to existing demos to make your brand more recognizable? //



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Your Demos: Universally available (where appropriate)?
Have you placed your demos on every site and location possible, making them available to casting entities wherever they may be?

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D Do
I It
Y Yourself

// Your Demos:
Have you taken the time to produce non-production heavy demos on your own? **//**

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// Ask yourself:

What worked?

What didn't?

Why?

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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.

- + If you're not in the union, what are you doing to get there? Make a plan.
- + If you are in the union, study its benefits and take advantage of them.
- + Make sure your execution and systems are firing on all cylinders.
- + Examine your demo portfolios for holes, and fill them.

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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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