

Finding A VO Agent Class Notes

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presents
Finding A VO Agent
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 **marketing** how to make commercial, successful and profitable. It's where almost all other vocs own business 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 manage your business practice. The science is about 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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Finding A VO Agent Class Notes

Here's the plan for class.

- Introduction**
Why this class is our martini shot.
- Lesson 01**
Getting work, with or without a manager or agent.
- Lesson 02**
What an agent is, and what an agent does.
- Lesson 03**
Ways to land an agent, and nurturing the relationship.
- 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 this class is our martini shot.


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This is the last class in the curriculum for good reasons.
Why this comes last, and why you should be glad it does.

- You don't want to rush the process.**
One of the biggest mistakes new VO artists make is to treat getting an agent as an early checklist item.
- You want the tools you supply your agent with to be in great shape.**
Your demos are going to be what an agent will use to get you work. They simply must be world-class.
- You want to understand the business as well as your agent does.**
VO is a constantly moving and evolving business. You need to be able to move and evolve alongside your agent.
- You want to be prepared to be a great business partner.**
The business bond with your agent will be among the most valuable relationships in your professional life.

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Lesson 01
Getting work, with or without a manager or agent.

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Finding an agent doesn't mean the end of tree-shaking.
You will be adding a new member to your portfolio of opportunity, but you won't just be sitting by the phone waiting for a call.

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No-agent option 1: Getting work from VO casting sites.
Four sites to get work from with no agent needed.



01 ACX
The easiest to reach of the low-hanging fruit of voice over work.

02 ActorsAccess/BDS
Pay attention to the 800-pound gorilla of the on-camera world for VO opportunities as well.


03 Voice123
The biggest pay to play casting site on the internet.

04 Voices.com/Bodalgo
For a worldwide perspective and set of opportunities, become familiar with these two from outside the US.

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No-agent option 2:
Non-VO casting sites that are keyed to on-camera but have potential VO content: Actors Access, Now Casting, Casting Frontier, etc. **//**



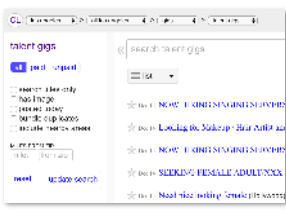
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No-agent option 3:
Electronic and social media channels, like mailing lists, Facebook groups, LinkedIn connections etc. **//**


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No-agent option 4:
Craigslist and other laissez-faire classifieds, but... **BE CAREFUL!**
"Talent gigs" often translates to the English word "porn." **//**



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No-agent option 5:
Referrals from peers, vendors and past clients, and further work from past and current clients. Build your network!

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Fine-tune your opportunity radar:
Listen carefully for "I wish that..." or "I wonder if..." or "There should be a thing that..." See if your voice services could be an opportunity.



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Know that adding representation will not mean letting those channels go. You'll still be shaking the trees, not just waiting for the phone to ring.

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Managers: what do they do? Do they exist in VO?

Before we talk about what an agent does, let's talk about what a manager does.

Strategist/ Tactician
Looks at your overall career path.

Advisor/ Counselor
Evaluates appropriateness of work opportunities.

Works on commission
And not just 10% - could be as high as 25%.

Not governed by labor laws
Unlike agents, who are.

Shakes the trees like an agent
They aren't supposed to, but they do.

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Lesson 02
What an agent is, and what an agent does.

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Agents: what do they do?

Now that we know what a manager does (and how rare they are in VO), let's look at what an agent does.

Sales and marketing
Seeks opportunities for you to perform.

Advisor/ Counselor
Evaluates appropriateness of work opportunities.

Work on commission
Limited by state regulations to 10% of commissionable income.

Bound by state labor laws
Agents are regulated in most jurisdictions, unlike managers.

They are your sales manager
Treat them like gold.

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What an agent is not:

- Your parent
- Your loan officer
- Your accountant
- Your phone pal
- Your butler

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What an agent will do for you.

Here are the benefits you should expect from having an effective agent.



01 Create opportunities.
Taking audition requests, pitching you for roles, informing you of appointments, listening for needs.

02 Negotiate contracts.
If you are booked, they handle getting you the most money they can and the best benefits.

03 Work with your manager.
That whole strategy and tactics thing. Cooperation and alignment of goals between your agent and manager is crucial.

04 Take 10% of your income.
For **all** of their efforts, including all of the times you don't get the audition, call back, gig or role. Know and understand that math.

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Don't use the phrase "My agent doesn't get me out enough."

Look to improve your casting tools and (the big elephant in the room) your talents and skills to see why you're not getting called in enough.

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Lesson 03

Ways to land an agent, and nurturing the relationship.


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Landing An Agent: What's needed.

Here are the things agents respond to. Have them, or get them. All of them.



Talent.
First and foremost, give them a great product to sell. Improve. Learn. Expand. Make money.

Tools.
Great profiles, great demos, great auditions, great workshops and great work.

Spirit.
Have a can-do, cooperative, communicative approach to the agent-client relationship.

Ease of use.
Don't be high maintenance. Make the caller ID with your name something welcomed.

Ambition.
Be fearless in your quest to be the consummate successful professional.


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“ Bad plans:

- Cold calls.
- Mass postcards.
- Mass emails/MP3s.
- Social media stalking.
- IRL stalking.

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// Good plans:

- General referrals, then follow up.
- Dropping off with a current client.
 - Voice over showcases.

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FINDING A VO AGENT



// Better plans:

- Internships.
- Referrals from CDs, producers, and other hiring entities.
- Referrals from your coach. Ahem.

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FINDING A VO AGENT

// Best plan:

- Research agencies on Voicebank...
- Target agencies that don't have "you..."
- Ask a current client to walk your materials in to the agent.

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The Best Things

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Regional agents: You can have one in every market.

Here. Other cities. Other countries. Around the world.

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How to rock your agent-client relationship.

Keep these four constants in mind as you perfect your journey with your agent.



- Help close bookings.**
Whether they are traditional audition-callback or over-the-telephone, follow up with great work and great client treatment.
- Share your successes.**
Keep your agent informed of all your victories - they don't read minds and may not know all that you're accomplishing.
- Share what you learn.**
Just discovered a new path to work? How about a new type of work? Make your agent aware of any new opportunities.
- Pay 10% on all work.**
Whether or not your agent has anything to do with getting you the opportunity, that really, really means everything.

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Remember: your agent is the gatekeeper.

Unlike in other areas of performance, your agent holds listening parties when you turn in your auditions, and decides who gets submitted.

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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 don't have an agent, start your target list today. Make a plan.
- +** Get your tools (demos, audition technique, attitude) up to snuff.
- +** Create ongoing relationships with your peers. Offer and ask for help.
- +** Remember that you're still the CEO of You, Inc. – keep shaking the trees.

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Questions

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

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