



Getting Started In Voice Over

with David H. Lawrence XVII



Getting Started In Voice Over

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Here's the plan for class.

Introduction

Design your future, expert in the four main VO disciplines.

disciplines | roadmap | knowing to doing



Lesson 2

The second discipline: mastering the commerce of VO

why business | masquerading skills | marketing | fine-tuning | CYOC



Lesson 4

The fourth discipline: mastering the mindset of VO

getting your head straight



Lesson 1

The first discipline: mastering the art of VO

lowest hanging fruit | harder to reach | hardest to reach



Lesson 3

The third discipline: mastering the science of VO

which computer | what gear | mad skillz you need.



3 Or More Things To Explore

Your homework and other actionable items



Conclusions. Q&A. Final Exam. Certificate.

Fire away with your questions, then prepare to be tested



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Introduction

Design your future, with expertise in the four main VO disciplines.



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Remember: Four keys to a successful VO practice

The more expert you are in all of these, the higher chance you have for success.



Art



Commerce



Science

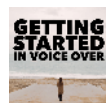


Mindset



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Create your VO career development roadmap.

And then fiercely stick to that roadmap.

Use the Abraham Lincoln Method.

Take your time, sharpen your "axe," and you'll find success faster.

Get the right training and the right tools.

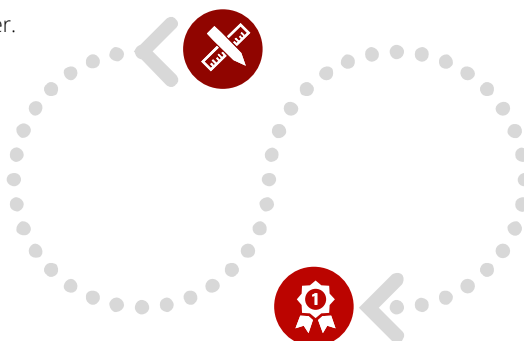
Training in all four main VO disciplines, and don't overspend.

Dive in. Play. Explore. Assess.

Get yourself dirty. Make mistakes. Learn from them.

Expand your portfolio of opportunity.

Start with commercials and audiobooks, make money and expand from there.



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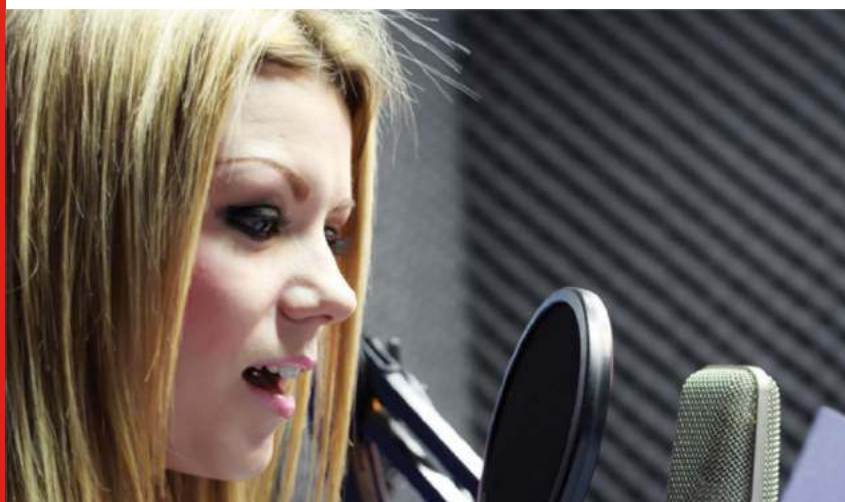
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Design your future:
both **auditions** and
work, both
in-**studio** and in-
home.

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KNOWING



DOING

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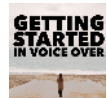
Please, make me a promise: that you'll put what I teach you to work. That you'll **do** these things, not just **know** these things.

”

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The First Discipline of Voice Over

The **Art** of Voice Over

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The lowest hanging fruit

The voice over categories likely to profit you fastest



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Perfect your voicing skills, with the highest paying first.

Then, in order of their ability to give you paid work, start adding to your voice over palette.



Commercials first...



...then audiobooks



...then IVR (phone prompts).



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The harder to reach fruit

The voice over categories to expand into



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Expand into training, narration and digital VO.

After the basics, here are four more categories with which to widen your VO net.



Training Films and Industrials

If you've worked for corporate America, you've been at the receiving end of these training videos.



Documentary and Specialty Narration

The stuff you see on History Channel, and legal, medical, technical, scientific and other specific genres.



News, Information and E-Learning

Radio, TV, web, for news and information, and corporate and government agencies for e-learning VO.



Digital Voice Over

Voice work for apps, podcasting, YouTube, explainer videos, help files and more. The government requires it.



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The hardest to reach fruit

The voice over categories to expand into



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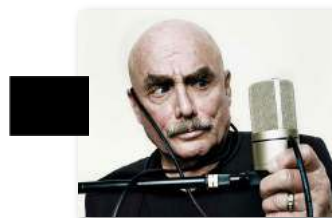
Two ultimate VO art forms, with the least opportunities.

Often the most attractive categories to new VO artists. And the hardest to crack.



Animation and Videogames

Cartoon Network. Nickelodeon. Disney.
Disney XD. Animation Domination.
Adult Swim. Archer on FX.



Promos and Trailers

Network and cable TV. Studio films. Audiobook trailers.
Sizzle reels. And sometimes, they are re-edited into
commercials.



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The Second Discipline of Voice Over

Mastering the **Commerce** of VO



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Why do you have to be good at business?

Can't you just be a great performer?



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“ The discipline of
commerce is
about becoming
expert at running
your voice over
business as a
business, not a
hobby. ”



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The commerce skills that look like art

Business skills specific to voice over

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These business skills masquerade as art skills.

Each of these four skills is a commerce discipline, but in disguise. Don't be fooled.



01 Audition/Studio Etiquette
Knowing how to create and present a killer audition, and what (and what not) to do when invited to a studio says volumes about you.

02 Cold Reading
Being able to say "yes" to opportunities to audition at the last minute is paramount.

03 Script Analysis
Being able to quickly take in an entire script and rapidly make bold choices gets you the opportunity over others.

04 Self Direction
Knowing how to adjust yourself and do a better take makes you faster and better at auditioning and booking.



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Marketing

"The penalty you pay for being unknown or unremarkable."



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Marketing your voice over practice.

Four commerce skills you need for telling the world how you can solve their problems.



Market locally and globally

Dare to have customers in town, across the country, and around the world – there's no limit to your reach.



Build a demo portfolio

Begin with the lowest hanging fruit: commercials, audiobooks and IVR.



Become a (social) networker

Facebook. Twitter. Instagram. Tumblr. Pinterest. Face your fears and conquer networking.



Maximize your profile(s)

Create magnetic profiles on casting sites and on your own outlets...then keep them current..



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Fine tuning your business skills

Managing clients and projects, going union and landing an agent



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Clients, projects, the union and representation.

This final set of commerce skills is essential to industry participation and client appreciation.

Set your prices and manage your clients.

Have all your assets lined up, and your plan in place.

Make joining SAG-AFTRA your goal.

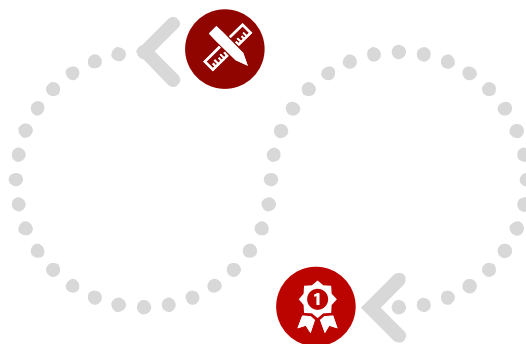
That's where the money is, so understand your contracts.

Getting an agent is important...

Representation opens the doors to high paying jobs.

...as is keeping your process fine tuned.

Setting up profiles and systems is just the beginning.



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Two options that need no auditions

Don't wait for someone to book you...book yourself

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Two VO art forms where you're the client, too.

Don't just sit there. Create your own content.



Podcasting

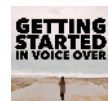


Owned content



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The Third Discipline of Voice Over

Mastering the **Science** of VO



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The right computer for voice over

Pretty much any one will do, but there are preferred options.



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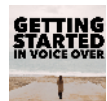
Any Mac will do, but if you can find one, the 2015-2018 MacBooks are best. Why? **No fan**, which means no **noise**.

”



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If you can't find a 2015-2018 MacBook, go with a **Mac Mini**, and locate it under your desk, outside your recording area or in a drawer. The fan noise is minimal.

Any monitor will do.

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Any Windows desktop or laptop will do just fine. Just don't use a netbook or Chromebook.

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The right recording gear

Only spend what you need to, and get great quality.



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Assemble your assets.

This is all the equipment you'll need. I promise. I use all of this every single day.



Mic stand
On Stage Desktop



Microphone
AT-2020 USB Plus



Earbuds
Panasonic RP-HJE120



Sound software
Audacity + LAME



Mastering
The Levelator



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Mad science skillz you need

Become adept and agile at using your gear and other tools.



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You've got the gear, now use it all like a Pro.

Don't overpay for equipment and tools, or overcomplicate your life.



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The Fourth Discipline of Voice Over

Mastering the **Mindset** of VO



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Work to get your head straight

Then, over time, keep it that way.



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The mental game is tough.

But if you can recognize something, you can master that something.



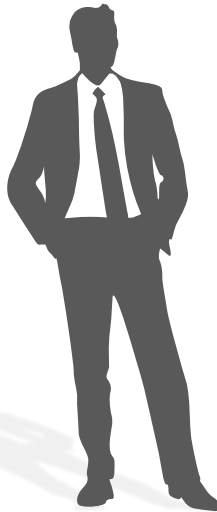
Rejection

Get used to it. Be at peace with it.
And reframe it.



Persistence

Like water on a rock.



Imposter Syndrome



Everyone has moments where
they wonder when the world will
find out that they are a fake.

Self development

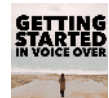


Take classes. Get coaching. Take
the classes again. Practice. Use
these efforts to inspire progress.



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3 Or More Things To Explore

Your homework and other actionable items.







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Time to get started as a successful VO talent.

Create a satisfying and profitable VO career. Put all these strategies and tactics to work.

-  Practice, practice, practice. Get better and better at voice over.
-  Get great training, and become involved and supportive of your VO peers.
-  The recipe for success: do more of what works, and less of what doesn't.
-  We can help you right now: become a VOHeroes Pro.

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KNOWING



DOING

“

Remember the
promise you made?
That you'll put what I
teach you to work?
That you'll **do** these
things, not just **know**
these things?

”

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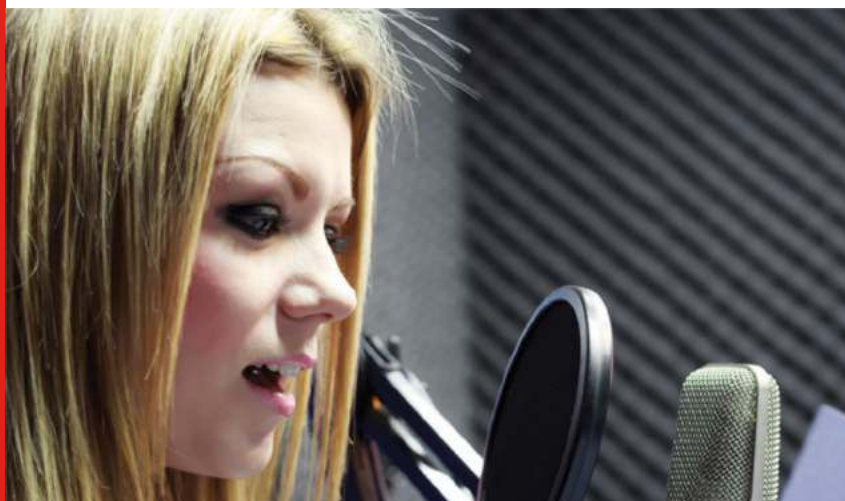
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Imagine designing
your future: both
auditions and
work both in-
studio and in-
home.

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No need to imagine. Become a VOHeroes Pro right now.

Let me help you create a successful, satisfying and profitable VO career.



Easy access to all classes

Take any class you want, when you want it, plus live, in person or online VO workout sessions every month.



Discounts on everything

20% off demos, 20% off home equipment installation, 20% off private coaching and audition prep.



Private coaching/prep



Work one on one to achieve the best skill set you can, and prep for those really important auditions.

Private discussion group



Join hundreds of other Pros and share strategies, tactics and wisdom for your VO practice.

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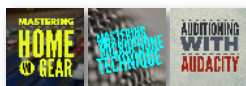


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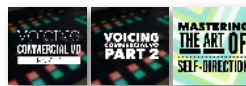
What the VOHeroes Pro curriculum looks like. Over 36 classes, plus bonus classes.

”

Module 1



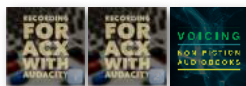
Module 2



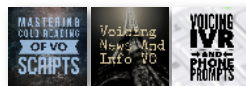
Module 3



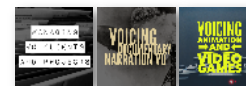
Module 4



Module 5



Module 6



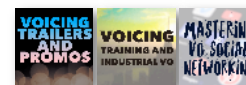
Module 7



Module 8



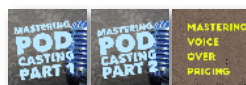
Module 9



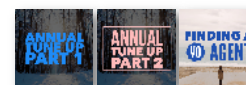
Module 10



Module 11



Module 12



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All those classes.
All that coaching.
All those workouts.
All that community.
And so much more.

The VOHeroes Pro program.

”

- ✓ Easy access to all 36 VOHeroes Pro voice over classes
- ✓ All 36+ online video classes
- ✓ All 36+ online audio classes
- ✓ Early access to each month's live/online workout
- ✓ Instant access to the private VOHeroes Labs
- ✓ The private ProConnect group on VOHeroes.com
- ✓ 20% off all private coaching sessions
- ✓ 20% discount on all VO demos
- ✓ 20% discount on home gear installation
- ✓ 20% discount on your Featured Talent Listing page
- ✓ Monthly ProConnect Live accountability teleconference
- ✓ Rehearsal® Pro, the app for actors (and VO talent)
- ✓ Limited edition VOHeroes red microphone sock
- ✓ Pro Emeritus membership: \$640/year or \$1995 for life

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The exclusive, limited time
only bonuses?

Here you go.

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- ✓ Three hour-long private coaching sessions.
- ✓ Free eBook: **10 Mistakes VO Talent Make**
- ✓ Free eBook: **8 Ways To Maximize Your Booking Rate**
- ✓ Bonus class: **VO Booking Blueprint**
- ✓ Bonus class: **VO Kickstart – 7-Day Startup Plan...**

Oh, and there's one more thing...

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Your home studio – done for you.

You get all the equipment you need, and all the support you need to make it work.



Mic stand
On Stage Desktop

+



Microphone
AT-2020 USB Plus

+



Earbuds
Panasonic RPHJE120

+



All the software
LAME + Audacity + Levelator

+



Video + Phone Support
How to make it all work

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Included in your VOHeroes Pro membership:

36+ award-winning classes + extra classes	\$3,240.00
Monthly workout and support sessions	\$1,800.00
Discounts, Software and Accessories	\$1,100.00
BONUS Private Coaching Sessions	\$525.00
BONUS Home Studio Setup and Support	\$695.00

Total value: \$7,360.00

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If you already understand how this training will make your voice over career spectacular, hang on...

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Here's your exclusive offer.

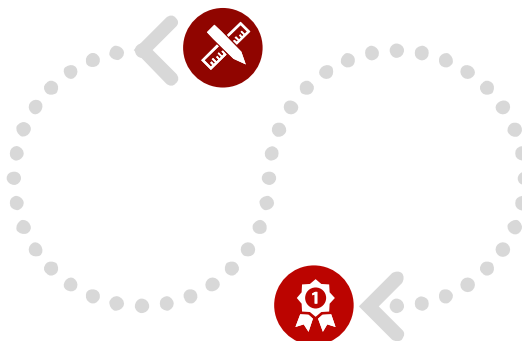
Let's put everything in a valuable package, at a value-filled package price.

Not \$7,360.00. Not full retail.

That's what you'd pay for everything separately.

Your price? **Just \$2995.**

A 60% discount over purchasing everything separately.



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