

A Shockingly Simple Idea to Success in the Voice-Over Industry

by Such A Voice

Here's a powerful piece of intelligence we've dispensed to aspiring voice-over talent all over the country: Position yourself as a voice-over talent from a larger market and target companies that exist in smaller markets.

Before we dig in and really show you how to take advantage of this idea to get more traction in launching your career, we'll give you a typical example of how most people try to get started. If this sounds like you, you're not alone! Many people try to get started as voice-over artists by following these ineffective steps:

Week 1: Post a newly-produced demo on the internet.

Week 2: Submit an audition—along with 200 other people who have more experience and name recognition.

Week 3: Continue auditioning and sending demos to top talent agencies in New York City or LA.

Week 4: No callbacks from New York or LA agents and very little response to the time and effort put into auditions on the Internet.

Skip to Week 10: Frustration sets in, and still no voice-over jobs booked.

Skip to Week 30: Booked *one* job that paid \$100 and decided to throw in the towel, fed up with your lack of success.

Don't let this be you!

If you market yourself the right way, you can skip the pain of failure and start doing actual voice-over work that you love sooner rather than later.

Let's go back to the idea of portraying yourself as if you come from a larger market. When we say "larger market," we aren't just talking about places like New York, Los Angeles and Chicago.

What you need to do is find the city within one or two hours of where you live, the place that people in and around your town refer to when they say they're "going into the city." For example, if you live in Boulder, CO, then your larger market is Denver, CO. If you live in Elk Grove, CA, then your larger market is Sacramento, CA.

Imagine you grew up an hour outside of Chicago, IL and one summer you're on a trip to Orlando, FL. While meeting new people on this trip you would often be asked, "Where are you from?" It's very likely you would respond with, "Chicago." As you can see, you've probably already used this technique in your everyday life without even realizing it.

Let's assume you're from the greater New York City area. Remember: This could mean that you live in New Egypt, NJ, or Waterbury, CT.

You need to leverage the fact that you are from New York. When you contact a potential client from *outside* the New York market and you tell them that you're from the New York market, something amazing will happen...

They'll automatically think that you're at the top of your game.

Even if you're just starting out, you will still be seen in a glowing light of success. If you contact a potential client in Topeka, KS, and say, "I'm a voice talent from New York City," they'll go crazy.

In this example, really taking advantage of the fact that you are in the New York area works. In reality, it doesn't matter where you're from. Even if you live in a small town, if there's a larger, urban area nearby, this idea will work. People who live in smaller towns always see city people as being pros at whatever they say that they do.

Remember: You can replace New York with any city that has smaller outlying suburbs or rural areas.

At this point, you're probably thinking, "This is great, but who do I contact in these smaller markets? Isn't all the work in the larger markets?"

These are good questions. Here's the answer:

There are companies in small towns all over the world. These companies will still be doing radio advertisements, producing employee training videos, setting up voice-mail systems, and more.

Contact production companies, on-hold messaging companies, local car dealerships or any business you think would have a need for a voice-over talent *on a regular basis*.

Most car dealerships do radio and TV advertising; that's just part of how they do business. No matter how small the town, chances are the local car dealership is advertising on the radio or on television in some capacity. They often bring in talents from outside their local broadcasting area.

What other types of businesses can you think of that might also do this?

The next step after pinpointing the business that you want to contact is actually reaching out to them. When contacting these companies, *do not **blindly** send them a demo CD or MP3 attached to an e-mail*.

People do not like to get bulky e-mail attachments or junk mail from people they don't know. You can ruin your chances if you don't approach potential clients in the right way.

Here's what to do:

1. E-mail or call your potential clients and make sure they have an interest in voice-over talent before sending your demo or MP3 files.
2. Send a quick, professional e-mail outlining your talents and the benefits of working with you along with your MP3 file or Web site URL.

3. FOLLOW UP! You must call or e-mail them again in a few days to nurture the relationship you started with them at step 1. Continue to follow up with *interested* prospective clients every few months.

Let's recap what we've learned with this simple idea to voice-over success and how to *really* make it in voice-overs.

1. Position yourself from a larger market and contact potential clients in smaller rural markets.
2. Contact companies that will actively be using voice-over talent in the their businesses, either for training, service or promotion.
3. Continue to follow-up after you've made contact.

This is not rocket science, but many people approach starting out as voice-over artists ineffectively and end up missing out on the voice-over work they deserve.

Such A Voice has developed proven methods for contacting, nurturing and acquiring clients. We come along with you as both partner and coach as you launch your voice-over career. We'll make sure that you avoid pitfalls and potential time-wasting, or career-ending, mistakes as you get started.

Do you want to:

1. Market yourself in a way that has a proven track record?
2. Put yourself in a position that allows you to obtain success in the voice-over industry?
3. Learn the secrets to making the idea presented in this report work TEN times better?
4. Feel more confident and committed to your goals in the voice-over industry?

If you said "Yes!" to any of these questions, then join us for our 2-hour webinar, "You're On The Air: How to Really Make it in Voice-Overs!"

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