

Yinka Ladeinde Interview Final.wav

SAV: [00:00:00] Welcome to day two of such a Voices celebration of women in voiceover. Today I'm sitting down with Nigerian-American actress Yinka La Dinde, a voice actress who isn't limiting herself as her career continues to take off. We're discussing the hustle, the learning curves, and the delusional positivity that she brings to the booth even when she's got to do some direct marketing. You've heard her in numerous audiobooks as the voice of voltage in the mobile game Hero Hunters, and for fortune 500 companies like IBM, CNN, American Express, and for anybody who likes to swipe, she's the voice of Tinder. Yinka, thank you so much for sitting down with us and letting us celebrate you. So for anybody that hasn't met you, isn't aware of your work, can you give us a quick introduction of yourself, how long you've been in voiceover, your specialty niche or niches and something interesting and fun about you.

Yinka: [00:01:02] My name is Yinka Ladi and I am Nigerian-American voice actor and audiobook narrator. I live in the East San Francisco Bay area. I was born in Nigeria and moved to the States when I was with my family. My family moved me. Really? It wasn't, you know, I didn't get up and move, I was too. So no choice in the matter. No choice in the matter. But we're here. And I started voice acting in 2021, so I started training. Started training at the beginning of 2021. Started auditioning mid 2021. And then, you know, got with representation beginning of 2022, quit my job end of 2022. And I've been full time ever since. Loving it here. And special niche. Really. I try not to have a specific niche. I want to do literally anything that they're going to pay me to do. Like you're gonna pay me. Awesome. I'll do it. Like, except for dubbing, like aside from although dubbing. Okay. Here's me. Yeah, except for dubbing. Although I would do dubbing if it paid more.

SAV: [00:02:20] Yeah, yeah. No, that's totally okay to hear. I mean, we spoke with somebody or I personally spoke with somebody maybe 12 months ago, and I can't remember his name, but I was like, oh, do you do anything other than commercials? And he was like, I'm making way too much money to consider anything else. Like, all right, I love that. Yeah. Great answer. You go.

Yinka: [00:02:40] Good times. Yeah. No. It's just. Yeah, I heard you. You don't get to review the script beforehand, and then you're just basically cold reading and you're not

getting paid as much as you. Yeah. So. Yeah. So, so the ones, the, the genres I have worked in our commercial corporate e-learning animation, video game promo, kind of an internal thing. And I think that's it. I've done some, like, voice of God stuff. I don't know what to call it because it's it's live announced, but it was pre-recorded. So it's not live announce. It's non-live announce. So I guess voice of God. So yeah. Yeah. Anyways. Yeah.

SAV: [00:03:24] Cool. And something interesting.

Yinka: [00:03:27] Something interesting. What is something interesting about? I have a studio bricks booth, and I am so extra that I paid extra to have it. The color tele magenta. Oh, because I said if I'm gonna if I'm already paying thousands, I might as well pay a little bit more thousands and be happy every day.

SAV: [00:03:54] Yeah, Yeah. I mean, we're everybody's in their booths. Granted, this audio books are a little bit longer. You know, some people are in their booths a little bit more, but it's every day. So you might as well live in here. Yeah. So spend spend the money. You deserve it. Be happy.

Yinka: [00:04:09] Be happy man. I mean, if you have it. If so long as you're not going into, like, full on debt. Like I was blessed enough to be able to have it. Like it was paid off by the time it arrived. Praise God. Good for you. So. Yeah, but it was it's a it's it's nice. And I love this thing, and but I basically live in here hours a day, so.

SAV: [00:04:31] Wow. Okay. And so, you know, you've basically been because you started 2021. It's 2025 now. You know, you've basically been doing this for four years. And you said you quit your job in 2022. That's that's pretty quick. It must have picked up quickly for you.

Yinka: [00:04:47] It did. I was actually really surprising. It was not it was not expected because everything from everything that I had heard, it was just going to be a lot slower and a lot more of a slow. But I had a lot more of a slow pickup. And is that the slow takeoff anyway? Slower. Anyways, I but I started on a pay to play and in like June of 2021 and then started booking work on the pay to play. Not immediately. I kind of had to feel stuff out up the amount of auditions I was doing. But honestly, by the end of 2021, I

had booked like 40 jobs. Like. And it was it was I had stuff to, you know, small jobs. A lot of them were small. Some of them were like, you know, medium range or whatever. But it was it definitely gave me the experience I needed and sort of the portfolio I needed to when I actually did meet with my agents to be like. But I'm bookable. See? Yeah.

SAV: [00:05:59] And do you have a favorite piece of work that you've done so far? Either a favorite or it just really resounded with you.

Yinka: [00:06:07] Favorite piece of work. So there. I'm going to go with there's something I did earlier on where it was the first time I saw myself on TV, just in the wild, not saw heard. And it was a spoken. It was a spoken. I was just minding my business and watching MTV, TMZ. Okay. Yes I do, I keep up with it. You know what I mean? And the commercial came on, and it was for this Bay area. It's just promoting the Bay area. Okay. It was a commercial called made by the Bay. And I remember seeing the audition in the I remember seeing the audition and going, oh, it's a spoken word. And I used to perform spoken word poetry back in the day, and I was like, I'm gonna do it. And, you know, heard nothing back for a few weeks. And then they were just like, by the way, we hired you and we're just going to go ahead and use this audition. So I was like, hey and then when I heard it was like, they got a bunch of different people to do the audition to, to do the, the spoken word, and they clipped it all together to make one, you know, different people doing the spoken word in different, you know, ways. So it was it was really cool. And I got to sort of bookend it. It's like we are made by the Bay. It was so cool. I was like that's me.

SAV: [00:07:34] Oh, that must have been so exciting.

Yinka: [00:07:37] That was just like, okay, that's awesome. Yeah, I'm on the I'm on the television. Haha. So that was cool.

SAV: [00:07:45] Definitely a feel good moment if there ever was one because it's such a surprise. You're like, oh.

Yinka: [00:07:50] It catches you off guard. And I. And I hope that feeling never goes away. Cause every time since then that I've heard something like when the Tinder commercial comes on and I'm like, oh my God, that's me.

SAV: [00:08:02] You're the voice for Tinder.

Yinka: [00:08:04] I am. Oh, a single girl's the voice for Tinder. Oh ho ho.

SAV: [00:08:10] If I was Paris Hilton, I would say that's hot.

Yinka: [00:08:13] That's hot.

SAV: [00:08:16] That I didn't know you were the voice for Tinder. How fun.

Yinka: [00:08:20] Yeah. It's wild.

SAV: [00:08:21] Okay.

Yinka: [00:08:22] It starts with a swipe.

SAV: [00:08:24] Oh, was that the tagline?

Yinka: [00:08:26] Yeah, literally. Yeah. Well, it starts with a swipe. And then we've moved on. Now with every a new relationship starts on Tinder every three seconds. Yes. Good times. Wow.

SAV: [00:08:38] All those bots on Tinder start new relationships. Listen.

Yinka: [00:08:42] Listen.

SAV: [00:08:45] Oh, Tinder. Wow. Well, it's so, you know, just hearing your you seem to have taken off really quickly. Obviously your full, full time now and from an outsider's perspective like this sounds like a fabulous rising career. What what does that feel like? Does it? Is it does it worry you? Do you feel like you've still got a long ways to go? Have you achieved your goals?

Yinka: [00:09:07] I have not achieved my goals and really it feels terrifying because especially at first, like when I saw how it was taking off, I was like, oh, okay. And I was, I

was I had a day job for a year before I quit. And it was I was waking up sometimes at 4 a.m. to get auditions done or to get, you know, jobs done, staying up till two, three, 4 a.m. some. When I started doing audiobooks overnight, especially before I got this booth, it was it was wild. It was wild. I and I was hustling so hard I almost had a breakdown like it was. It was crazy. And, I mean, I did it because I loved to do it, but then it was also like, I'm driven and I. I want to be doing this full time because this actually it's like I'm working for myself. I'm working hard, but I'm working for myself. And then now that I'm, you know, have success and I choose to market myself on social media so people know that I have this success now, I feel pressured to keep the success up, because what happens if the success goes away? Oh, no. So there's always this like, yeah, it's really like, I'm like, there would be times where I'm feeling, like discouraged and then people would be like, oh my gosh, congratulations, you're killing it. I'm like, am I?

Yinka: [00:10:41] I have to.

Yinka: [00:10:41] Like, take everything into perspective because I am very hard on myself. I'm like that perfectionism is we need therapy. Let's unpack this.

SAV: [00:10:50] Like, yeah yeah, yeah. So yeah, well, you've got to become the voice for ChatGPT because that's what everyone uses for therapy. Now you can therapize yourself.

Yinka: [00:10:59] Is that a thing? Oh my gosh, is ChatGPT free? Does it take.

Yinka: [00:11:03] Insurance? Oh, that's what's next I know seriously. Wow.

SAV: [00:11:12] Well, that's. So you really embodied the hustle because we hear obviously in this in this industry, people talk about how, you know, it's very rarely the case that someone is an overnight success case. It takes work, it takes perseverance and a little bit of luck. But it also, you know, that it takes work part. It takes work. And, you know, for someone that's employed and starting to build while they're employed elsewhere, it is waking up at 5:00, 4:00 in the morning. It is late nights, but it can really pay off.

Yinka: [00:11:47] Yeah. I mean.

Yinka: [00:11:49] 100%. Yeah. It is the the sacrifice was real. My gosh. The sacrifice was real. What. What. Social life. He.

Yinka: [00:11:59] Listen. Yeah.

Yinka: [00:12:00] I work. I enjoy it, but what. Social life. So. Yeah.

SAV: [00:12:06] And has that balanced out now.

Yinka: [00:12:08] He.

Yinka: [00:12:09] What is balance?

Yinka: [00:12:11] Get out of the booth, girl.

Yinka: [00:12:14] I'm like, even if sometimes it's like, even during the holidays, there were. There was a period of time like I traveled to for the to LA for the sovas. And then I came back and like, maybe a week before, and then two and a half weeks after, I was drowning in deadlines and, and craziness. And then all of a sudden I finished the last deadline and I was like, oh, okay. I promised my friends I would try to take a break, so let me take a few days off. Obviously days off. It's like, oh yes, days off. But in my leisurely time I'm, you know, doing administration and tax stuff.

SAV: [00:12:57] Yeah. Because that's but it's.

Yinka: [00:12:58] Like it's like downstairs leisurely on a laptop while you're watching One piece. Like, that's still vacation. True. So you know what I mean. It's not the same. But I, I it trying to slow down is it feels weird because especially after a few days, I'm like, okay, are we wasting time? Are we leaving money on the table? What's happening? Like it's just. Yeah, it's it's harder for me now. And then I think also working for myself is because I'm working for myself. It's different. When I used to work for the county, I'm working for somebody else. Like, your vision is not my vision. When I'm off, I'm off. But then when me being my own, you know, driving my own business, it's like,

okay, let's, you know, let's let's think about this. What are we doing? Yeah. Because, you know, I'm not trying to be poor.

SAV: [00:14:03] No, no, that's that's I think why a lot of people come into voiceover is because they see the potential for a lucrative career that does take building. But they also, you know, it's usually either creativity, freedom, or I need something that's going to that I can put my hustle in that isn't making someone else money. That's making me money.

Yinka: [00:14:24] Exactly. Yeah. Like, if you're going to take that. Yeah. For sure.

SAV: [00:14:27] And so, you know, since you're kind of the you are both the carrot and the stick for yourself when things, when things get difficult, how how do you persevere?

Yinka: [00:14:40] Honestly, it's it's having a community of people around. So there are people who there's like a group of other voice actors that are around this that started around the same time as I did or that I did and, or maybe a little bit after, maybe a little bit before. But we make sure that, like, I make sure to just kind of keep them close and we even to the point where it's like we co-work together. So like there's a, there's a free standing zoom we week from 7 a.m. to 2 p.m. or. Yeah, 7:30 a.m. to 2 p.m. Pacific time. And really, the zoom is open at all times for anyone who wants to get in there and co-work or whatever. So there's like a group of us and we have a group chat. I'm getting on the zoom. Is anyone coming in? But then when someone's going through like a really hard time and they could just say it in the group chat and we're all we gas them up like that helps a lot for sure. That helps a lot is just having that group of people. And we all know that when they say sort of rising, what? What's that saying? Rising.

Yinka: [00:15:53] Rising tide raises all boats, raises all boats.

Yinka: [00:15:56] And like, you know, my whole thing that I keep saying in that that group, it's like you see like friend voice actors that are like big time or just, you know, in general acting groups, and then you find out that, like, oh, yeah, all of them used to be roommates back in the day, and now they're all stars or whatever. And I'm just like, oh no, we got next. We are next generation of like, we're about to take over. We're going to

be the next generation of those like, oh, these undeniable talent. But they're all sort of raised up together.

Yinka: [00:16:27] So yes. Oh that's that's.

SAV: [00:16:30] Beautiful. Because not only is it a goal that you're working towards, it's a goal that you guys are able to work for together, but it's the micro community that must feel so good to have one another to lean on when it gets difficult, or celebrate each other because, you know, shine on.

Yinka: [00:16:47] Yeah, literally the winds, the the losses, lots of losses. But like, you know, and then we just have like a thing for 2025 where like oh no no no. Delusional positivity is what's allowed in here right now. We're all delusional and that's okay. Dululu we're perfect. You'd be like, try again, recalculate that route in your brain and say it again. Okay. Go like that's that's a it's it's so needed. And like even when I was starting coming up coming up when I was starting we, we had groups that it was the we would do weekly workouts peer to peer. Even if they're giving you bad advice, you're still learning how to take advice of a director like. Yes. So it was, it was, it was a really important. But yeah. Like and I had a period of time last year, the whole first half where I felt like stuff was slowing down and it was so scary because I was not used to that. I was not used to plateau. I was used to steady incline. And I was like, I don't think anything's different. I'm still hustling. What's going on? What could I be doing differently? I'm like checking in with, you know, the, the, the representation. Like making sure that my reads are still good and everything. It just felt like everything was slowing down.

Yinka: [00:18:12] And just having that that support system and my faith, I, you know, prayer and all of that stuff as well for sure. But then also just having that community of people who get it because they're in the industry themselves and remembering stuff that people had told me that were, you know, the, the OGs, the, the, the people who had been in the industry for so long that I sat on clubhouse listening to for hours and hours and hours. The clubhouse app. And they were talking about how, like, there were times where it's such a roller coaster, the there there are times when you are booking off the wall and there are going to be times when it's just a little bit slower and make sure that it's not about you. Make sure it's nothing you're doing. So check in. Yeah. If it's after a

while, check in with representation. How are my auditions if you need to. I was like, okay, well let's let's start. What what do I need to do? Do I need to take some workshops to get in front of people? Do I need to like what do I need to be doing? Do I? Okay. One thing that I'm not doing direct email marketing. All right, we're gonna learn how to do this.

Yinka: [00:19:19] Like. Oh, gosh. Quite literally, I'm like, oh.

Yinka: [00:19:26] What was it that I said? Someone said, like, I'd rather be waterboarded with vodka. I do not.

Yinka: [00:19:34] Direct.

SAV: [00:19:34] Marketing is hard for some people. For some it comes naturally.

Yinka: [00:19:38] Even me, you know, trying like. And just because the social media thing is just so much easier and I enjoy it a whole lot better. And I know some people hate the social media part, but I'm like, that's how I market myself. Even when I send an email I like, made a video and sent it out to market myself to to publishers like.

Yinka: [00:19:59] Oh wow, I've never.

SAV: [00:20:00] Heard someone do that. That must have been a pretty that's pretty bold, I like it. You've got moxie I delusional.

Yinka: [00:20:09] Well, I am delusional. Who do I think I am? Listen. It's okay. Take this video.

Yinka: [00:20:14] Yeah. Because, I mean, we.

SAV: [00:20:17] Have to get used to rejection, to being a voice actor is to be able to take rejection on the daily. And so what's the worst that they can say?

Yinka: [00:20:25] No.

Yinka: [00:20:25] Literally no. You can email me back and say, you smell like fish. I don't know, whatever fish does smell good, but like you, whatever you need to say, like you suck, which you're not, because I am delightful. And the video was cute.

Yinka: [00:20:43] But in my magenta booth, in my magenta booth.

Yinka: [00:20:48] In my orange polka dot. Like, listen, it was great, but. Yeah, that's.

Yinka: [00:20:54] Oh, well.

SAV: [00:20:54] It sounds like, you know, not just community because we all we all have coaches, you know, everybody's got a coach as they enter this industry. But it sounds like there were some, you know, quote unquote OGs that were mentors for you that you were able to look up to. Were there were there any women that you you really looked up to and kind of strived to be like that helped you hit this point?

Yinka: [00:21:16] There were definitely women that helped me for sure, for sure, for sure. Interestingly enough and interestingly enough enough, I feel like they they helped me so much. And then it got to a point where I hit a point in my career that was, like, seemingly more than the point that they hit. It's like they helped me get further than they did in their career. And so I had to find I had to find another source that can help me with certain things that they might not have experience in, but they helped me immensely at the in the beginning.

Yinka: [00:22:00] That's and they probably are.

SAV: [00:22:02] So happy to have been able to put the ladder down behind themselves to help you up.

Yinka: [00:22:07] Yeah. Yeah. Wow. And I definitely would would I try to do that for other people as much as I can?

SAV: [00:22:14] Are you anybody's mentors? I'm sure you are.

Yinka: [00:22:19] I people ask me for help and I give it to them, but I don't know that. Like, is it like an official thing? Like, here, fill this out like I. Yeah, but.

Yinka: [00:22:27] I definitely have.

Yinka: [00:22:29] Taken right? Seriously. I've definitely given a lot of advice. I've definitely taken people under my wing and shown them, pointed them in in the direction and answered any questions that I knew how to answer. Or pointing them towards someone who I felt could answer it better. So I guess in that way, yes.

Yinka: [00:22:49] Yeah.

Yinka: [00:22:50] I always feel like really strange about saying it, but yeah, I've been I've been in here for a minute. I've.

Yinka: [00:22:55] Yeah, I.

Yinka: [00:22:55] Have helped some people.

Yinka: [00:22:56] Yeah.

SAV: [00:22:56] And you've got, you've probably got a long career to, to look forward to. And so there will be more time for that, you know, in the future. And one day you'll be the OG.

Yinka: [00:23:06] I know. Yeah. Crazy.

SAV: [00:23:09] And and so why why VoiceOver because it sounds like you had a career, you know, going before this, but why? Why?

Yinka: [00:23:18] So, interestingly enough, I didn't really like I. I knew that voiceover existed because I had a friend in high school that had said he wanted to be a voice actor. I was just kind of like, okay, great, because at that point I wanted to be an actor on, you know, an on camera actor. I don't even know what kind of actor I wanted to be. I just wanted to act.

Yinka: [00:23:45] You had the bug.

Yinka: [00:23:46] I had. Yeah, I definitely did. And but that, you know, it didn't happen in that way. I ended up working for a nonprofit and doing an administration for them. I did get a chance to to, like, do some singing, do some performance spoken word and, you know, a little bit of acting stuff here and there in with the nonprofit that I was a part of. But when I came home in 2012 and got that job at the county, I basically slowly just the shell went right back into the shell. I wasn't doing anything. Nothing creative whatsoever. And it just felt like slowly dying on the inside. The one thing I did have was audiobooks. I started listening to audiobooks in 2010. And I didn't really have money because the nonprofit was also kind of it was like for room and you're working for room and board, but I wasn't really getting paid. Paid. It was just very fulfilling for my life. But the 2013, I got a job at the county, and then I had money, like an actual paycheck, and then I said audible. And so that is when I started really listening to audiobooks and like you said, I have like 400 audiobooks, audible books in my library right now. It's like crazy. And I know it's it's it's actually wild.

Yinka: [00:25:26] So where do you find the time? I just.

Yinka: [00:25:29] I like literally as I'm, as I'm driving as I'm when I was working, if so long as I wasn't doing math, I could be listening to an audiobook. When I get it's it's my happy place. Okay. Just relaxing at night before I go to bed in the morning when I wake up. Sometimes I'd rather listen to an audiobook than watch TV. It's it's I just that's the point. You can do it anytime.

Yinka: [00:26:01] You you truly.

SAV: [00:26:02] Can. Yeah. Your commute, your shower, while you're cooking. Whatever.

Yinka: [00:26:05] Literally. Wow.

Yinka: [00:26:08] Yeah. So that's that's what got me. And then there was one specific performance that I heard in, like, I think 2013 or something that made me go, whoa. She

was. Oh, she was acting. Yeah. Oh, can I do that? I could I would love to do this. How do you do this? And then I like I looked it up and then back then the ass was up there, but I didn't know anything about it. I still had a day job. It was what it was. Nothing happened until 2020 when the whole world shut down and all you had to do was reflect back on yourself and your life. And why aren't you doing anything? Yeah. Like, why are you not doing anything creative? And so I made a goal at the end of 2020. I said, all right, well, we made three goals. Get out of debt. There was some kind of fitness goal that didn't happen. And then there was. And then put up one, one sample on this thing called ass and just kind of see where it goes. And so that those were the goals of 2021.

Yinka: [00:27:08] Okay.

Yinka: [00:27:09] In the beginning of 2021, I got in, I found the clubhouse app. And because everyone was shut inside, voice actors who loved to talk, of course they're going to flock to an app that's just talking. And so I got on the app, found the voice acting community, discovered all the different genres, would literally sit in there for the hours that people were just coming in and out and like big name voice actor people just coming in talking about their career, it was like a free 24 over seven for months. Vo Atlanta or something like conference. Learned so much, had direct access. And you know, I did my little like I would get so nervous that I would like I would like take a shot before I went up on the stage to talk because I'd get so nervous, like my stage fright is something fierce.

Yinka: [00:27:59] I it's.

Yinka: [00:28:01] Gotten better, okay. But especially because I didn't feel confident in what I was doing like, especially if I had to do like one of those things where I was reading for feedback. I would get so nervous and my voice would be shaking and but then I made myself known. I just would introduce myself, you know, pop in and pop out, And that's, you know, what kind of started people would recognize that. Like, oh, she's always around, okay. Whether she's talking or not, we see her picture. And that's what started it. And then I started taking classes or whatever. So that's kind of what started it. And that's how it that's why voice acting, I just kind of stumbled into it because of audiobooks. And then it just from the, from the clubhouse experience and figuring out

finding out okay. So audiobooks are great, but they're not the ones that make the money. Like the money.

Yinka: [00:29:02] They're not going to get me out of debt. They're not going to get me out of debt. Right?

Yinka: [00:29:07] Which, by the way, by the end of 2021, I got out of debt.

Yinka: [00:29:11] Ooh.

SAV: [00:29:12] So that's two out of three. You nailed it for 2021.

Yinka: [00:29:15] Then we we.

Yinka: [00:29:17] Still working on that third one.

Yinka: [00:29:18] But we year over year. Year over year, baby. Year over year.

Yinka: [00:29:22] We just roll over minutes.

SAV: [00:29:25] Well, wow. Because you really. I feel because you know this thing. You know, people who watch anime book more anime jobs, people who play video games, book more video game jobs because they understand the audience, they understand the work itself. And so for what sounds like roughly ten years, you're basically you've been priming yourself to be good at audio books.

Yinka: [00:29:45] That's why it's so crazy, because sometimes people will be like, oh, what audio book? Like, who did you coach with for audio books? I'm like, I've been preparing for this my whole life. I'm like.

Yinka: [00:29:55] I didn't need to.

SAV: [00:29:59] They could do a montage of you BA da.

Yinka: [00:30:01] Ba da da da.

SAV: [00:30:03] Just listening to audiobooks.

Yinka: [00:30:04] Like, literally. It's so crazy.

Yinka: [00:30:07] Because it's like I have such I, I'm still obsessed with audio books. And there were like, I was lucky enough to get the the Audio Publishers Association, the mentorship and my mentor. Thank. Bless him. He taught me how to do male voices because the first book I did, the first book I did the well, no, the very, very first audiobook I did. I didn't have to do any male voices because it was a duet. I did all the female voices and I had a freaking blast. And it was very it was very fun. But then the second book I did, I had to do the male voice, and the male voice is had this deep, deep voice. So imagine me for hours at 3:04 a.m. after I've worked and I'm going like this, like, what are you doing?

SAV: [00:30:57] Wrecking your vocal cords, obviously.

Yinka: [00:30:59] Exactly.

Yinka: [00:31:00] There was literally a point at the very end because I thought I had finished, but I didn't. There was like a chapter that I missed, and so I came home after work. So I had done auditions in the morning, and then I went to work, which I'm you're on the phone a lot for the job that I was in. And then I came home and it was like nine. I had to wait for the. I was in my closet at the time, so I had to wait for the noise to down, down, die down. Got back in my closet to do by the end of that chapter because there's also yelling, this was sci fi romance. We're yelling. We're doing stuff. We're in. We're in space. It was so fun. But the voice I was doing, I eventually heard a pop, heard and felt a pop, then started smelling blood and I stopped and I was like But I still had to finish.

Yinka: [00:31:48] I was like, oh God.

Yinka: [00:31:49] I was like, I have three pages left.

Yinka: [00:31:56] So I finished. No, you still finished it? Oh my God.

Yinka: [00:32:02] Wow. It was like, I don't know what to do. That was not good. Still to this day I need to go see an ENT. Oh, God. You haven't.

Yinka: [00:32:12] Gone. I still hadn't.

Yinka: [00:32:14] Gone.

Yinka: [00:32:15] I was thinking.

Yinka: [00:32:16] About it the other day. I was like, I need to go establish myself with an ENT because I feel like my voice is more gravelly now than it used to be, from what I recall. And I wonder if that experience had anything to do with I definitely did something. It was too much.

Yinka: [00:32:31] And so after that day, I'm like, I'm like, after.

Yinka: [00:32:35] That day, I implemented the no more than four hours straight rule.

SAV: [00:32:42] Oh, wow. Okay. And have you been good about that?

Yinka: [00:32:46] Unless I'm doing well, the only times that I didn't do that was if I was really trying to meet a deadline. And then I just made sure to, like. Really, I'm better at knowing how to protect my vocal cords. Like with the straw phone. I think it's called straw phonation. Like the warm ups with the straws. And and using the, the steam and everything and taking adequate breaks in between. So if I do have to do it. So like for example, certain publishers, they want you to do live recording and that's for at least six hours. So in those instances. But they're really good at like letting you take breaks consistently. And then if I'm like really under deadline and I'm about to travel so I can't push it off or whatever, there's times where I'll push that limit, but then never to the point of that because that was scary.

Yinka: [00:33:43] Yeah. And then I.

Yinka: [00:33:44] Was sore for a few days. My voice was sore after that. So.

Yinka: [00:33:48] Yeah.

SAV: [00:33:48] And now that, you know, because when we talk about taking care of our business and I think a lot of people are like, oh, yeah, I've got to make sure the invoices go out. I've got to make sure that I'm doing my direct marketing. I've got to make sure I'm keeping track of doing 5 to 10 auditions or more a day. But I think vocal health as a business priority can sometimes fall by the wayside. And I think you're living proof that that is an absolute necessity. Because if it happened again and you were down for two weeks. How would that impact you?

Yinka: [00:34:14] Woo woo hoo!

Yinka: [00:34:17] There was, there was like, it's the scary people. My family now makes fun of me because I'm very much like, oh, you're sick. Wait, was that a cough?

Yinka: [00:34:26] Like, I whoosh, stay away from me, I am. Where am I? Insufferable?

Yinka: [00:34:32] Insufferable. Okay.

Yinka: [00:34:34] Like, don't be just like.

Yinka: [00:34:37] Oh no, you don't understand. This is my job. And so there was, there was one time in particular where I actually lost my voice completely, and I wasn't even feeling that sick, like I had Covid and I recorded a book on Covid.

Yinka: [00:34:56] Oh, wow. Okay.

Yinka: [00:34:57] While having Covid, I recorded a book. I didn't lose my voice. But then there was another sickness that I have, and I don't, I think, I mean, it was Covid negative, but I my voice just went completely away and I was freaking out because that would be the day that I get, you know, I'm a I'm one of the voice of networks for the CNN podcast.

Yinka: [00:35:22] Oh, okay.

Yinka: [00:35:23] And that would be the day that he would send me something, and I was like, oh, no. Yeah. And so I literally was like, can we I want to show you what I sound like. I actually like, called him and was like I can't.

Yinka: [00:35:39] It's like, can we get this thing?

Yinka: [00:35:41] So luckily it was on like a Thursday or Friday. So I asked him, like, can I just push it because I, I think I just give me a couple days.

Yinka: [00:35:50] Yeah. Was.

SAV: [00:35:52] He open to to working with you?

Yinka: [00:35:53] He was totally cool with it. Yeah. So that was I was like, oh, thank God, because I was like so I never want to have that experience again. Losing voices. Not not fun, not fun.

SAV: [00:36:05] No.

Yinka: [00:36:05] Not fun.

SAV: [00:36:07] Well, I guess in the opposite direction. What has been the standout feel good moment for you so far within your career?

Yinka: [00:36:18] So far?

Yinka: [00:36:20] Is it the service.

SAV: [00:36:21] Because you've been nominated? A couple of.

Yinka: [00:36:22] Times. I've been. Yes. Well and I was going to say when I do get those nominations it's like So I was, I was nominated for the Sovas four nominations and, and one of them, it was like TV commercial radio commercial narration and promo demo for nominations. And I was like, whoa. Oh, that's so cool. And then for the One

Voice Award this past year, I got nominated as the female voiceover of the year. And I was like, oh my God, I'm in a category with Carmen Gilfry.

Yinka: [00:37:05] Excuse me? My little heart can't take it. Oh my God.

Yinka: [00:37:10] What universe am I in right now? So it was. It was so that was those experiences are really cool. That and so between that. Because even if I don't win, it's like that's telling you something that like know what you're doing. Your people, people see you even if you don't win. They saw you. And it's like that. I love that even if I become the always the bridesmaid, never a bride. Who was it, Susan Lucci? Did she ever actually win? Anyways? It doesn't matter. You can give me all the nominations. Even if I don't win. Just keep them coming. Please.

Yinka: [00:37:48] You still get to wear the pretty dress. Exactly.

Yinka: [00:37:52] Which, by the way, even if I'm not nominated, I'm still going to show up.

Yinka: [00:37:55] Look, look with your beautiful golden freckles.

SAV: [00:37:59] Those were amazing.

Yinka: [00:38:01] Yes, those worked.

Yinka: [00:38:02] Out so nicely.

Yinka: [00:38:03] That was so fun.

Yinka: [00:38:05] But between that and even more like, I'm not going to say even more so. Well, seeing a piece of art that I had a part of that has my voice in it that is gorgeous, that is beautiful. Like like watching something like there have been certain commercials or corporate pieces that I listened to that I'm like, whoa.

Yinka: [00:38:30] But.

Yinka: [00:38:31] That's my voice. Or like, even, you know, audiobooks that I'm just like, okay, we did that. We did that. Like, I'm very happy with what I did and that feeling right there. I'm like so thankful for because it's like it also scratches that itch of the the creativity that I've always had. And I get to do that and get paid for it. Yes.

SAV: [00:38:56] Even better, not only do you get to live your creative lifestyle and truly feed your soul and be art, but you get paid.

Yinka: [00:39:04] Exactly.

Yinka: [00:39:06] And my commute is unmatched. I literally wake up and walk two doors down.

Yinka: [00:39:13] It's amazing.

SAV: [00:39:14] That morning feeling of, oh God, am I going to have time for my coffee?

Yinka: [00:39:17] Yes. Right. Yes I am.

SAV: [00:39:20] Slap those pajamas on and get in the booth.

Yinka: [00:39:22] Exactly.

Yinka: [00:39:24] Oh my gosh.

Yinka: [00:39:24] It's the.

Yinka: [00:39:25] Best. That's.

SAV: [00:39:26] That's so good. And what do you think? You know, obviously you're still you're in terms of, you know, if you if you match up compared to a lot of voice actresses or voice actors at your level, they've been doing it longer. And so what's, you know, you've obviously got more many more years to go. What's next for you?

Yinka: [00:39:45] World domination? I keep saying that and I wonder if people know what I mean. I just legitimately.

Yinka: [00:39:52] Reference.

Yinka: [00:39:54] Trying to take over the world. It's it's it's kind of kind of not necessarily specifically pinky in the brain, but like the same energy I'm trying to be I really, really first of all, I'm trying to have a long, long lasting career to where like, do I even need to retire? Can I just do this until I kick it? I, I want to be known as someone that not only had a, a really great career in multiple genres, but someone who was really good at it, like, undeniable. Oh, no, she she did that, and she was so good at what she did and, and just like a really good reputation. And then she helped people get there. Like, I just that's what I kind of want. I want that and then I want to bring all the people who are in my group with me. So yes, it's one of those things.

Yinka: [00:40:55] I want us to be that shine together.

Yinka: [00:40:58] Exactly. Yeah.

SAV: [00:41:00] That's that's awesome. And so, yeah, you've got. And is there any goals, particularly in mind or just like long illustrious career, that that's obviously a very good goal.

Yinka: [00:41:12] Okay. Yeah.

Yinka: [00:41:13] You know, the kind of career that could pay off your parents house. But, you know, while they can still enjoy it on this earth.

Yinka: [00:41:20] Yes.

Yinka: [00:41:20] That kind of career. Yes. That's maybe like a shorter term goal.

Yinka: [00:41:28] Just like a shorter term.

Yinka: [00:41:29] Like while we can all.

Yinka: [00:41:31] Enjoy.

Yinka: [00:41:31] It together. Yeah, that'd be great. You know, that kind of thing. I don't I don't need fame. Fame seems okay. Overrated. But but but I'd love to have, like, a lot of money.

Yinka: [00:41:47] Well, how do your how do your parents feel?

SAV: [00:41:49] Because I know sometimes when I talk to family like, oh, I'm in the voiceover industry, they think it's I don't know what they think specifically, but it always comes across as like, one day she'll find a real job. No, I've been doing.

Yinka: [00:42:02] This for.

SAV: [00:42:02] Ten years. What do you. I've been in this industry for a while.

Yinka: [00:42:05] This is it, right?

SAV: [00:42:07] So how did your family, you know, how do your parents feel about it?

Yinka: [00:42:11] So they actually shocked me because the moment I came to them. And I'm Nigerian, so we we it's not it's very much like. Are you are you a nurse, a doctor, a lawyer or an engineer type of. And if.

Yinka: [00:42:26] Not, why not?

Yinka: [00:42:27] Right. So I wasn't, especially because I already had like I was already like a social caseworker with the county and the county. The kind of county job that it's like hard to even like you can't it's hard to fire someone unless they really do something bad. Because the union was so strong, it was like that kind of job that people fight for with a pension and all that. So for me to be like, I want to try out voiceover and for them to be like, yeah, that makes sense. I was like, what? Now, mind you, there was after I got my first job, it was like this, like \$200. And it was like for something. And I remember

talking to my dad about like, maybe plans to change the room and put a booth in it. And he was just like, what? For \$200. And I was like, it's just the first. It's just the beginning.

SAV: [00:43:21] There's so much more to come. Trust me. There's so much.

Yinka: [00:43:24] More. I promise, daddy, it's gonna be fine. Exactly. So I feel like.

Yinka: [00:43:32] He just needed to see a little bit more proof. But when he started hearing me on TV, then it became like. Oh, like. Yeah, when talking to relatives and like, oh, yeah. You know, you guys doing this, you know. Yeah. Yeah, yeah we do.

Yinka: [00:43:49] They call you when they hear you, like.

SAV: [00:43:53] Did I just hear you on the radio? Did I just.

Yinka: [00:43:54] Hear this commercial?

Yinka: [00:43:56] Was that, you know, my sister in new Jersey, I did this new Jersey radio ad that I could. I was never able to get my hands on. I felt like it would be good to like it was one of those Source Connect sessions where you can hear it back when you're doing it, and I'm like, oh, that's a good one. But I was never able to get my hands on it. But she was just like, I think I heard you on the radio just now. And I was like, really? So it's always really cool when people tell me like, oh, I heard you on this. Or like, they see something on, like, a social media, please. Like someone who saw me on TikTok or Instagram or something, and they send it to me and I'm like, oh, I've been looking for this. Thanks.

Yinka: [00:44:38] Like.

Yinka: [00:44:40] Yeah. It's it's it's such a cool feeling.

Yinka: [00:44:44] Oh, I love it. I'm so lucky.

SAV: [00:44:49] Can you share where most of your work comes from, whether that's pay to play direct marketing agent. You know, because everybody's got a pie, and

there's a different percentage in the pie for every voice actor. What's what's your pie look like?

Yinka: [00:45:03] So at first it was just all pay to play. And then when I started with my agent, it did end up being a good amount. Most of it, I would say Depending on the year, it would be like at least 40, 40 to 50% agent. Wow. As far as, like the the work that I would get certain years aside from last year, but the years before I got a very good amount of people who would clients that would just directly email me and ask me to do you know how much my rates were? I don't know. They would they would say that they found me on pay to plays and then contacted me directly. Okay. And then some people found me other places. But that's why it's really good to, you know, kind of be everywhere, even if you're not necessarily fully active.

Yinka: [00:46:00] Yeah.

SAV: [00:46:00] Get on social media. Do that. Do you.

Yinka: [00:46:03] Just, like, find.

Yinka: [00:46:04] Me, you know? Yeah. So and then when I started audio booking more.

Yinka: [00:46:14] Yes.

Yinka: [00:46:15] That inched up year by year to where now it's like, okay, we do from, like, producers. And I do all I haven't done, not this year or last year. Last year I didn't do any indie projects, I just did. I just worked for publishers. So for the publishers, that would be like one third, I guess.

Yinka: [00:46:43] I'm really going from percents to, to fractions.

Yinka: [00:46:50] It's still a pie. It's okay. It's still a pie.

SAV: [00:46:53] I don't know if that's how math works, but as long.

Yinka: [00:46:55] As it makes.

SAV: [00:46:55] A pie.

Yinka: [00:46:55] We're good. And how's.

SAV: [00:46:59] That? How's that direct marketing coming?

Yinka: [00:47:02] Oh my God. Louis, if we count. If we count if we count like social media as direct marketing, which maybe we don't.

SAV: [00:47:15] It's like some people do. Some people don't. Some people think that, like, anything that I'm putting out that is not on a pay to play or with my agent is direct marketing. So it could be. But I think it could definitely be social media as its own part of the pie.

Yinka: [00:47:28] Then that's, you know, I mean, I guess, but then it's and it's also kind of hard to because like with social media. So I, I enjoy doing it. So I put, I put the stuff out there and, and sometimes I can get a direct offer based on stuff in someone's following me. Sometimes I can get an audition, sometimes someone will see that I'm doing good things and they like what I do, so they referred me. I actually got the CNN gig because he was on Twitter. I wasn't on Twitter, but my friend was on Twitter and she was like, send your send your website to this person. And it ended up being very legit. And imagine that and I hate.

Yinka: [00:48:15] Twitter.

Yinka: [00:48:16] For the record. And you what? Hilarious, I hate Twitter. Like, I really hate Twitter. So the fact is the irony of that. So yeah. And then so, yeah, I mean, I guess even yeah, the majority of it and then pay to plays. Okay. So pay to plays. It's still like they, they still they maybe one third. So should we go with that. Yeah. One third, one third pay to play. I feel like that's generous. Maybe a little bit less than one third pay to play, especially if audiobooks just depending, because the first thing to go is pay to plays. If I'm under like a tight deadline for for an audiobook because I have to do, I will do the agent manager auditions. Oh, first.

SAV: [00:49:10] Yeah, because you got to keep the agent.

Yinka: [00:49:11] Fed because you.

Yinka: [00:49:12] Got to. Exactly. We're gonna we're going to do those first and then and then if we have a, you know an audiobook, we're going to do the audiobook. And then if there's time left over at this point then we do pay to play, but it's good because people find you, so.

Yinka: [00:49:29] Yeah.

SAV: [00:49:30] All right. So you're pretty well stratified, but it also sounds like pay to play was, you know, because we hear a lot of beginners, they're very afraid of direct marketing. But the pay to play is it's like, oh, it's a one stop shop almost. So it sounds like that also kind of was your starting point as well was, you know, a pay to play and you built up and then stratified.

Yinka: [00:49:50] Yeah. That was my thing. And and, you know, they encouraged us to do direct marketing, but like, I had a day job and I was already on the verge of complete burnout. I was like, just, I'm going to throw this money at you and you're going to go ahead and give me these auditions, and I'm going to spend my bandwidth on that rather than, you know, making calls or sending emails and trying to make them cute so that you'll open them up, like, I just don't have the bandwidth. I'm like.

Yinka: [00:50:16] It was like, I can't. And they worked for me so that I was if, if pay to plays didn't work for me then I would have had to find a different, you know, avenue of finding work. But they did work for me. So that was I was happy about that.

Yinka: [00:50:32] Okay.

SAV: [00:50:33] Okay. And we know that it's not, you know, all sunshine and rainbows in voiceover. You obviously are passionate about it. You are obviously good good at it. But is there any part of Vo that you dislike or maybe that you farm out obviously, other than direct marketing.

Yinka: [00:50:51] Right? I need to farm out direct marketing more. For audiobooks, I farm out for audiobooks. I definitely farm out preparing the book. I farm out prep so that I could just when I pick up a book, I'm just going to read the book. I'm not going to prep it. I'm not I'm not doing the highlighting of the characters or whatever. Like I'll ask, you know, the prepper to do certain things, and I will be able to just leisurely read the book and not have to worry about writing stuff down or annotating all of that other stuff. And then that makes it easier for me to just, like, build the world in my head so that when I get in front of the microphone, I check the notes, of course, of the prepper to make sure that what I felt in my head is the same thing that's actually happening. And so there's that I don't do definitely don't do any post for audiobooks.

Yinka: [00:51:45] Well.

SAV: [00:51:46] Because you like your time and you've already spent many hours in the booth. Why do you need to spend more editing?

Yinka: [00:51:53] It's crazy because, like for someone who loves audiobooks and just loves narration so much, I am such a slow reader. It's it's actually. It's ridiculous. But I love it so much that I stick with it. Audiobooks are not for the faint of heart, but if you love it, oh, my God, you're gonna love it. So that's the thing. And for me, it's love hate. But we. Yeah. Anyway, so there's that. Sometimes if it gets too much, if I put too much on my plate and I still have because I do the other genres and those are the ones that pay the most. So like if I'm in the middle of, like, deadline and then I get something for get a commercial or get this like there are times when everything just sort of drops at the same time, which is a great problem to have, but it is still a problem. So incredibly overwhelming because you're like okay. And I need to make sure to save my voice. So I can't do too much on this day, or I need to make sure to schedule this here so that I still have time. And then after that and then you're just drained. It's it can be draining, but at least it's for me if I'm going to be drained. Let me be drained for my own business.

SAV: [00:53:04] Yeah.

Yinka: [00:53:04] Yeah.

Yinka: [00:53:05] And doing something that I love.

SAV: [00:53:06] So that's a great perspective to take for. It's like, oh, I'm exhausted. But I made money today and it's for me.

Yinka: [00:53:12] Exactly. And it's for me.

SAV: [00:53:13] Me and the tax man.

Yinka: [00:53:15] Oh, right. Oh.

Yinka: [00:53:16] Uncle Sam.

Yinka: [00:53:18] I know they always come for it.

SAV: [00:53:19] They want their their half.

Yinka: [00:53:20] They want their their piece. Yeah. So terrible. Yeah. So that's the.

Yinka: [00:53:25] The the bit of it. With the part that I dislike. And it's interesting because like, when, when I bring up audiobooks and this just because there are I have such a love hate with when it comes to like short form commercial and all that other stuff. When you're dealing with someone who a client that doesn't really know what they want. So they keep you doing stuff for longer and you're giving them all the different. That's just that's also exhausting.

Yinka: [00:54:00] So yeah.

Yinka: [00:54:01] You know, it's it's a whole thing.

SAV: [00:54:03] Yeah. Yeah. Okay. Well, and last question, if you could go back in time and tell little baby Yinka, voice actor, you know baby anything that you wanted, what would it be.

Yinka: [00:54:20] I'd say hang in there. It's going to be okay and it's going to work out less anxiety. Boo is okay. It will work out.

Yinka: [00:54:30] Just keep the pedal to the floor. It's going to be okay. It's like the.

Yinka: [00:54:34] Amount of time I spent on the anxiety II.

Yinka: [00:54:38] Yeah. And what was the.

SAV: [00:54:40] What was the anxiety inducing part? Was it was it the fear that you put all your eggs into this and it, you know, into the basket and it may not pay off. Or was it just that you really wanted it so much?

Yinka: [00:54:53] It was a little bit of both, actually. Fear, fear. Fear of failure. Fear of success. Because once you are successful at something, then people expect you to continue to be successful at it. So fear of being successful because like, oh shoot, okay, now I have to continue to perform. And then fear of failure like, no, I love this. Please don't take it away. Like waiting for the for the other shoe to drop. Yeah. Yeah. Oh.

SAV: [00:55:23] But you made it through. And and here you are being, you know, nominated for sovas on the regular and and kind of living the dream. Making the money, living the dream. And you're beautiful. Magenta box.

Yinka: [00:55:39] I tell.

Yinka: [00:55:40] Magenta, my baby.

Yinka: [00:55:42] Tabitha.

SAV: [00:55:45] Well, I am so this was so illuminating about you and your your journey because everybody has a different one and it was a joy to hear yours is there. Is there anything else that you want to you want to finish off with about you, about the voiceover industry before we close this out?

Yinka: [00:56:02] It's so worth it. But you got to work at it.

Yinka: [00:56:05] Yeah.

Yinka: [00:56:08] But it's so worth it. Yeah.

SAV: [00:56:10] Everything good? Totally worth it. Takes a little bit of difficulty.

SAV: [00:56:16] Yeah for sure. Those are that that I love ending on such a positive high. And thank you so much Inga for you know spending your time with me so that everybody listening can get to know you more and hear about you and the amazing work that you have done.

Yinka: [00:56:32] Yeah. Thanks for again. Thank you for having me. This was fun. I love this is my favorite subject. So.

SAV: [00:56:38] All right. Inga. Well, thank you so much.

Yinka: [00:56:42] Thank you.