

Heather Costa's Voice-Over Marketing Techniques

Heather Costa, a former Such A Voice student & successful voice-over artist talks in detail about marketing & establishing yourself as a professional voice-over artist.

Chapter 1 – Voice-over Demos

- Your demo is your business card
- The commercial & narration demo
- Additional demos

Chapter two – Building a Home Studio

- Advantages of having a home studio
- What you need to build a home studio
 - Computer
 - Recording software
 - Set of headphones
 - Condenser microphone
 - Your recording space – acoustics
- Sending clients digital files

Chapter three – Marketing by Use of the Internet

- Marketing yourself to the smaller markets
- Posting your demo onto websites
 - Voice-over posting sites
 - Voice123
 - Interactive Voices
 - Marketing Mania
 - Opuzz Voice, and many more!
 - Free websites
 - Craigslist
 - Myspace

SUCH A VOICE

- Additional websites you might find useful
 - www.aaa.org – Advertising Agencies
 - www.nypg.org – New York Production Guide
 - www.yellowpages.com
- Creating a website of your own
 - Hosting company
 - Domain name
 - Design your website – hire web designer or purchase software
 - Pick a design & color scheme

Chapter four – Business & Postcards

- Every person you meet is a potential client
- Use the same design & color scheme on your postcards as your website
- Information to include on your business & postcards
 - Name
 - Website link
 - Email address
 - Contact phone number
 - Address (optional)
- When to send postcards
- Remain professional when you're marketing yourself

Chapter five – CD demos

- How to create a hard copy of your demo
 - CD burner
 - Regular size clear CD cases
 - “CD label making kit”
 - Be consistent with your design & color scheme
- Stationary for letters, invoices or contracts

SUCH A VOICE

YOU'RE ON THE AIR

Chapter six – Creating a Marketing Plan

- Create a marketing plan & decide how you want to market yourself
 - Use the internet or phone book to create lists of businesses
 - Publications with names of businesses
 - Visit websites of businesses & email them
 - Call up companies and introduce yourself
 - Keep great records
- Advertising agencies – contact the creative director
- Be creative!
- Have a catchy phrase or a memorable color scheme
- Do something to make yourself stand out
- Headshots (positives & negatives)

Chapter seven – Different types of Companies to Contact

- Different types of companies to contact
 - Advertising agencies
 - Production companies
 - Website design companies
 - Voice-mail & on-hold companies
 - Audio book publishing companies
 - E-card companies
 - Car dealerships
 - Local stores, etc.
- Volunteer your services – reading for the blind & dyslexic
- Different types of voice-over work
 - Radio & television commercials
 - Website narrations
 - Training & educational videos
 - Voice-mail, on-hold narrations & IVR (interactive voice response)
 - Pre-recorded phone calls

SUCH A VOICE

- Voice-overs are also used in
 - Malls
 - Museums
 - Sporting events
 - Airports
 - Children's toys
 - Security alarms
 - Navigation systems, and much more!
- Being confident in your marketing

Chapter eight – Rates

- In the beginning, offer your services at no cost to family & friends
- Having an introductory offer
- Offering a price break for a reoccurring client
- Re-record an already airing spot and present it to the company
- Figuring out what to charge
 - Clients budget for the particular job
 - Rate cards
 - Buy out rate – flat fee, no residuals when you're non-union
 - What to ask the client when you're giving them a price quote
 - Will it be for in-house or broadcast use?
 - If broadcast, what market?
 - How long do they plan on using it?
 - Are you providing just the voice or the mastered product?
 - Are you providing music or sound effects?
 - Royalty free licensed music
 - Are you providing any thing else for the client in addition to the voice-over?
 - Duplicating copies
 - Distributing the audio file, etc
 - What is the clients geographic location
- Client setting the rate vs. you setting the rate
- Rates for different types of work

Chapter nine – Auditioning

SUCH A VOICE

YOU'RE ON THE AIR

- Submitting an audition or providing a custom demo
- Think outside of the box, being creative will help you stand out
- Establishing relationships
- For more information regarding tips on marketing and technique visit the Such A Voice website at www.suchavoice.com There are many voice articles posted there that you may find helpful as well!
- Voice-overs are truly rewarding and can be incredibly lucrative if you have a great demo, a solid marketing plan and the drive to succeed! Voice-overs are everywhere and the opportunities to work in this field are endless!