Heather Costa's Voice-Over Marketing Techniques

SUCH AVOI

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
 - o 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



• Additional websites you might find useful

- <u>www.aaaa.org</u> Advertising Agencies
- <u>www.nypg.org</u> New York Production Guide
- o 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
 - o Name
 - o Website link
 - o 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
 - o "CD label making kit"
 - Be consistent with your design & color scheme
- Stationary for letters, invoices or contracts

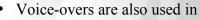


Chapter six – Creating a Marketing Plan

- 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
 - o Advertising agencies
 - Production companies
 - Website design companies
 - Voice-mail & on-hold companies
 - Audio book publishing companies
 - E-card companies
 - Car dealerships
 - o 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



- o Malls
- o Museums
- Sporting events

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- o 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



- 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 <u>www.suchavoice.com</u> 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!