



# Voice Over 101 - INT - Paper 8

## Business Tools, Marketing & Social Media

### \* Basic Business Tools:

- professional recording set-up to record and deliver “high-quality” clean audio mp3's.
- logo, business cards, business invoice and a basic voice talent “work for hire agreement”.
- paypal account for payment acceptance by clients and a local business bank account.
- business phone number for general contact by clients using. (telephone or cellphone)
- template emails to send out as required. e.g. introduction email, audition thank you, follow-up jobs, etc.
- skype or zoom account for use as a free “phone patch” and free global communication via the internet.

### \* Basic Marketing Tools:

- professionally produced voice over demos to demonstrate your full vocal offering and genres'.
- simple personal voice over website with the URL “your name.com” or “yournamevoiceovers.com”.
- your own website email address. e.g. “ask at your name dot com”, and NOT gmail, hotmail, etc.
- free auditions page for leads and prospects to request a free audition or sample read. (a must)
- email mailing software or mailer service to build a dB of your contacts, prospects, clients, etc.
- linked-in profile for b2b marketing and networking with other professional talent, etc.
- you-tube channel for sharing videos, and audio demos created to promote your demos.
- twitter account to allow people globally to “follow” your tweets. great way to reach out everyday.
- face-book “business page” to compliment your own voice over website for others to “like” your site.
- subscription to p2p's like voices.com and/or voice 123 along with others like united voice talent, etc.
- listing of your information on as many free directories, forums, and such possible to expose yourself.

## Marketing and Promotion

### \* Initial and On-Going Marketing and Promotions:

- (daily) linkedin, face-book posts and tweets to support your social media network and contacts.
- (daily) auditions from your p2p subscriptions and listings - focus more on those appropriate for you.
- (weekly) website maintenance, blog, promotion and submission of “site-maps” to search engines. (seo)
- (weekly) send out “templates emails” to keep in touch with prospects, leads, clients, etc.
- (weekly) offer free auditions to prospects via your website, leads and other marketing efforts.
- (weekly) network and post comments in forums and groups to establish your name with the industry.
- (weekly) tweets on twitter to your user base offering something of value, discounts, advice, or tips.
- (weekly) locate 2 to 3 new free listing directories adding your info, demos, etc. keep a text pad list of all.
- (weekly) cold call local studios, ad houses, agents, stations, producers, etc and introduce yourself.
- (weekly) offer free work or low-rates to industry students, schools, colleges, etc to seed your market.
- (monthly) updated audio / video samples on your website and you-tube channel to remain fresh.
- (monthly) blast your growing dB and network of current contacts, associates, clients, etc. NO SPAM!
- (semi-annual) semi-yearly updates of your voice over demos to demonstrate recent work and samples.

- \* The idea is to block out a regular schedule for marketing yourself. At least 4 to 6 hours per week.
- \* Always reply to ALL audition requests, and p2p auditions daily, or 24-hours prior to the deadline.
- \* When possible send a “thank you” email, and add them to your contacts dB. It will grow over time.
- \* Remain consistent, focused, and patient as marketing is not about instant results. It is about persistence!