



Voice Over 101 - INT - Paper 5b

Dynamic “Phrase” Emphasis

Objective: To select proper dynamic word selection adding emphasis on copy points.

Test 1: Make **your special someone** smile today. Stop by Flower Hut for the **finest, freshest**, highest quality flowers, plants and gifts in the area. Our **caring and friendly staff** is always happy to create just the right floral gift for **your** special occasion.

Test 2: Now that you've **downloaded and installed** our theme park app, you can navigate your way around our park by simply clicking on the **green bubbles**. Each bubble will show you **where an attraction** is located, and details about the ride. You can also find **dining, shops** and **more park information** all with a touch of your finger.

Test 3: At Plato's Closet® you'll find a **huge selection** of trendy, designer styles as well as those every day basics you **can't live without**, all at up to **70% off mall retail prices**. We're **not** your typical secondhand clothing store. The **gently used** clothing and accessories that we buy, are **top-name brands**, cool, hip, trendy, clean and in **good condition**, with most items being **less than 12 months old**.

As you can see, where and how you accent on words, can change the overall inflection, and intent of dialogue. Train yourself to use proper accents, and “dynamic emphasis” on words to sell, share, inform, and deliver voice overs.

Personal Notes