

What's New at Voice One



Upcoming Classes

Spontaneity □	4/21-22
Intro/Starting Out □	4/25
Advanced Narration □	4/28-5/6
Stepping Out □	5/5
Creating Characters □	5/5
By The Book □	5/9-6/27
Small Group w/o □	5/10
Character Intensive □	5/11-26
Home Recording □	5/17
Auditioning For Film □	5/20
ADR/Looping □	5/24
Styles □	5/27-6/3
Narration Simple □	5/29-6/12

Classes often sell out. Register early!

IIMPROV WORKOUTS

SUNDAY NIGHT 5:30-8:30pm

VO Talent Database

<http://db.voiceoneonline.com>

Producers are listening ...

Check it out!

Performances

Sunday Recess Improv Troupe performs:

Tuesday, 5/8 7-8pm

Admission: \$5

Success Tips #25

Self Promotion

You want to work consistently? How do you do that? Market your services and get a client base.

Hate cold calls? Don't like selling? Then start collecting names.

Make a list of 100 people whom you know well. It could include your family, friends, neighbors, business acquaintances, hairdresser, pet groomer, minister, or dentist.

Call or email everyone on the list and ask if they know anyone who is in a position to hire actors.

An example call might sound like this: "As you know, I've been taking Voice Over and Acting classes for 8 months and feel I'm ready to compete in the marketplace. Do you know anyone who works in advertising? At a recording studio? In marketing? In the video game industry? Promotes events or trade shows?"

Now, you'll have a new "warm" list of referrals. Since your friends know these people, ask each friend if they'll make an initial call. Here's an example: "Hi Jane, My friend, Dick, is an actor. He's going to give you a call. Would that be okay?"

When you call this director, your opening should be, "Hi Jane, my name is Bill Smith. I'm a good friend of Alice. She called you last week and said I'd be calling. I'm an actor and am new to the SF market. Do you ever hire "

More in the marketing class on June 10.



Elaine Clark, owner of Voice One and author of *There's Money Where Your Mouth Is*.

Look Who's Talking

- Look for **Boris** eating a steak in the new Morton's Steak House TV commercial.
- **Trish Bell** recorded an industrial VO for Uniworld River Cruises.
- **Michael Ritz** recorded a VO for an online educational film on discrimination in the work place.
- **Greg Lapum** recorded an online training program for Farmer's Insurance.
- **Dave Menashe** spent two weeks in a studio working as a language consultant for a new game from Sega for the Wii platform.
- **Aileen Casas** recorded a radio spot for Nature's Cure.
- Josh Ergas produced an Industrial for Innogyn at Voice One. Using the Voice One Database, he selected **Chuck Keen & Elani Giannis** as the talent.
- **Tony Azzolino** recorded a VO for Biocampare.
- **Steve Cloyes** did an April Fools VO for Google.
- *Email us your success stories!*

VOICEONE

Voice-Over >> Acting >> Improv >> Casting >> Audio Production

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