

What's New at Voice One



Upcoming Classes

Nailing The Audition □	6/15
Narration Simple □	6/16-6/17
Small Group Workout □	6/22
INTRO - Starting Out □	6/24
Your Voice Imprint □	6/25
Spotlight on Kids □	7/8-7/9
Stepping Out □	7/8
Creating Characters □	7/8
Unlocking Emotions □	7/10-17
Breaking Through *NEW* □	7/12-19
SUMMER FAST TRACK □	7/15-30

(see below) □

Classes often sell out. Register early!

IMPROV WORKOUTS

EVERY SUNDAY NIGHT 5:30-8:30pm

Summer Fast Track

COMMERCIAL CORE:

By the Book □	7/15-16, 22-23
Styles □ □	7/17-18
Making It M.I.N.E. □	7/19-20
Spontaneity □	7/21 & 28

CHARACTER CORE:

Character Intensive	7/24-27
Bringing Voices to Life	7/28-30

VO Talent Database

<http://db.voiceoneonline.com>

Producers are listening ...
Check it out!

Success Tips #17

The Big Finish - Part 2

By recognizing and utilizing the scripted arc of the character/story, a seasoned performer's voice often drops in pitch from one section to the next. This is because the actor goes from dis-ease [the beginning/ problem], to recognizing and dealing with the problem [the middle/product information], and the relief and ease of having the problem solved [the end/call to action]. If the story stays on one note and doesn't progress from initial dis-ease to ending ease, then there is no reason for the commercial or industrial to exist. It doesn't *solve* anything.

Below are some problems many actors have and solutions on how to give a better performance:

PROBLEM: Recognizing that the story is about the product/service and NOT about the actor.

Shifting from the *set up*, to the *body* of the copy, and to the ultimate *resolution*.

Giving the story a strong ending that motivates the listener/viewer to take action.

SOLUTION: Map out the arc of your story: beginning, middle, end.

Make subtle voice pitch drops when transitioning from the middle to the end.

Incorporate deeper emotions, greater breath support, melody or tempo changes to create a more believable ending /call to action.

Lead your story to a natural conclusion.



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

Look Who's Talking

- **Trish Bell** did TV and radio spots for Mancini's Sleepworld, a radio spot for Fremont Bank, and an Educational VO for Developmental Studies Center.
- **Kyle Smith** filmed an Industrial, "Underwriter's Jeopardy!" for World Savings Bank.
- **Miranda Chook** recorded a VO for Employment Law Technologies.
- **Emily Jordan** filmed an on-camera Industrial for Cisco, recorded a radio spot for Bay Home & Window and an online training VO for Autodesk.
- **Gretchen Van Horne** recorded a VO at Voice One for Cisco Systems.
- **Marilyn Rose** shot a commercial for Slingbox at Candlestick Park.
- **Marianne Shine** was the "Paula Abdul" judge on the Doublemint Mints ad series on the internet.
- **Abie Hadjitarkhani** and **Dave Menashe** shot a welcome video for Comcast Cable.

Email us your success stories!

VOICEONE

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

665 Third Street, Suite 227 San Francisco, CA 94107

415-974-1103 p 415-974-1105 f VOne@aol.com www.voiceoneonline.com