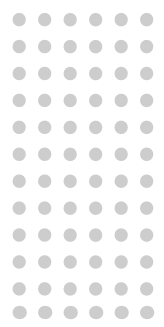


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**Voice Over**

**Where do I Begin?**

**EBOOK**



# Where do I Begin?

## 1. ABOUT

After more than 30 years of recording, casting, and directing voice professionals for a wide variety of clients, I've written this book for a couple of important reasons. First, I truly enjoy and respect the voice over industry. Over the years, I've met countless individuals who not only earn a living but also find incredible joy and fulfillment in doing voice work.

The second reason I've put this together is to combat the overwhelming—and often misleading—amount of misinformation out there. Nearly every day, I see yet another “get rich quick” or “voice over is



easy” ad. As someone who's worked extensively in the field, I find this kind of hype not only misleading but also unethical.

Here's my official spoiler alert: The voice over industry is NOT a place to get rich quick. It's also not “easy.” That said, it can be



lucrative, and with the right approach, lasting success is absolutely within reach. I'll cover some of those strategies here, so you're not left in the dark.

So, if you're ready for a realistic, no-nonsense introduction to today's voice over world, let's dive in!

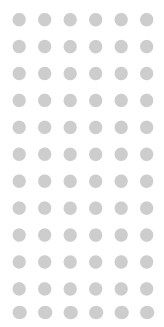
## 2. WHAT WE'LL TALK ABOUT:

We'll start with the basics—what exactly is voice over? You probably have some idea already, but I'm willing to bet I can broaden your perspective and perhaps point out a few areas in the field where you could really stand out.

Next, I'll dive into the type of voice we're casting today. You'll get an insider's look at what we're really looking for when searching



for a voice professional. I'll also share some of the things people love most about working in the voice over field, but—fair warning—I'll balance that out by addressing a few of the most



common stumbling blocks and misconceptions. If you're thinking about pursuing voice over, it's important to enjoy the high points while steering a path to avoid common challenges and mistakes.

Finally, we'll pull everything together and explore four specific paths for building meaningful, long-term relationships and repeat business as a voice actor.

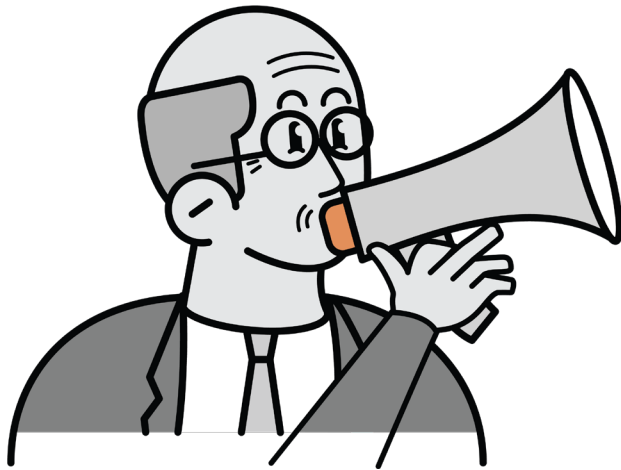
Ready to get started? Let's dive in!

### 3. WHAT IS VOICE OVER?

So, what exactly is voice over? Technically speaking, it's a recorded voice used for a specific purpose—simple enough, right? But in practice, voice over spans a wide variety of uses, and new applications seem to be introduced all the time.

Let's start with something nearly everyone is familiar with: Commercials. If you hear a voice in a commercial and don't see the person behind it, that's a commercial voice over. When I entered the voice field back in the 1990s, commercial voice work was the bread and butter of the industry. The majority of opportunities in

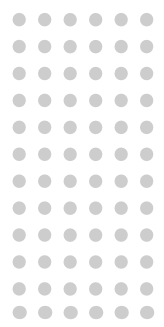
voice over were in the commercial genre—whether it was a local ad targeting a specific area, a regional commercial for a broader market, or a national spot.



One thing I always emphasize when talking about commercial voice over is that not all commercials are loud and aggressive. Commercials also include public service announcements, charity pieces, children’s material, and more. So, if you’ve ever thought that commercials were just a series of over-the-top car ads, I’m happy to broaden your perspective.

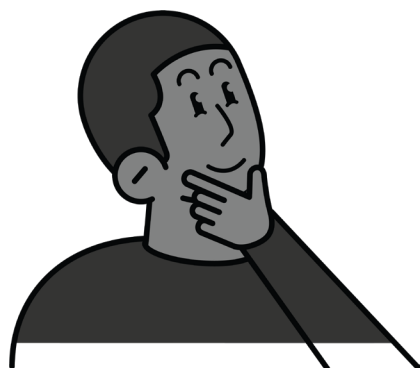
When I started in the voice over field, nearly all the work I did was commercial in nature. Fast forward to today, and the commercial sector has grown exponentially. Why? Because not only has the number of products and services exploded, but so have the mediums that present those commercials. Back in the day, it was just TV and radio. Then came cable, followed by the internet and





streaming platforms. There's never been more opportunity in the commercial voice over space.

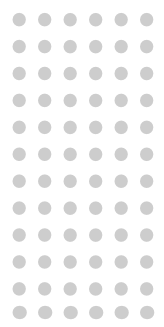
Now, here's an attention-grabber for you: despite this tremendous growth in the commercial voice over sector, today, commercial work accounts for less than 10% of all voice over work. Less than 10%!



So, what about the other 90% of the voice over field? That's where things get really interesting. While there are many sub-genres, we can generally lump this other 90% into what I like to call narrative voice over work. And today, narrative voice over accounts for the lion's share of opportunities in professional voice over.

## 4. NARRATIVE VOICE OVER: THE WORLD OF POSSIBILITIES

When it comes to voice work outside the commercial genre, some might break various types of narration into specific categories, especially when specialized skills are required, like character



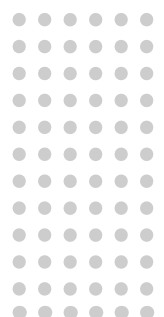
voices or audiobooks. But for our purposes, we'll group all voice work that doesn't directly sell a product or promote a service into one broad category: narrative voice over.

Let me give you a taste of some of the exciting opportunities in narrative voice over, but keep in mind, the industry is always evolving. By the time you finish reading this ebook (or listening to it), someone, somewhere, will likely be using voice over in a whole new way!



Let's start with audiobooks. Back in the day, when they were still called "books on tape," audiobooks were mostly limited to best-sellers. But now, we're in an era where nearly every book is available in audio format—and

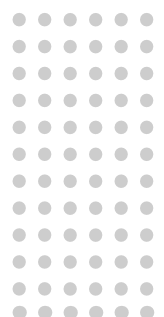
many are available exclusively in audio format. This has created an enormous growth area in our field. However, it's not without its challenges. Audiobooks require above-average skill—especially traits like clear articulation and the ability to maintain continuity



throughout long-form narration. I could probably guide almost anyone through voicing a 30-second commercial, but maintaining the same energy and tone on page 3 as you do on page 303? That takes a lot of skill. So, when we cast audiobooks, in addition to the voice itself, we pay close attention to clarity and continuity. If you've honed these skills and they shine through on your demo, the audiobook sector can be incredibly rewarding.

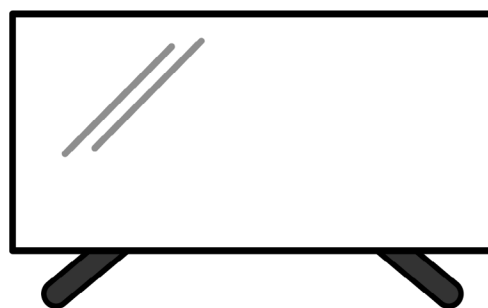
Another fast-growing area is training and educational content. Over the past decade, there's been a huge shift from in-person presentations to web-based training modules. Then came the global health crisis, which pushed companies around the world to lean even more on voice over in ways they never had before. Today, training and educational voice over is one of the largest areas of opportunity in the field. Here's a tip: if you have a background in a specialized industry, like medicine or technology, don't be shy about it. Let potential clients know about your expertise. Often, a strong background in a specific field can push you to the top of the list for projects in that industry—because we naturally read things we're familiar with more fluently, especially when technical





or challenging terminology is involved. Use what you know!

Television is another area where narrative voice over thrives. This can include documentaries, travel shows, historical programs, and biographical content. An often-overlooked but highly rewarding sector within TV voice over is public broadcasting. Keep in mind that, like audiobooks, any long-form narration requires a very specific skill set. So, strong skill development can make a big difference!



One of the most fun and uplifting areas of narrative voice over is character voice work. This can include video games, animation, anime, and even children’s educational content. And guess what? This is another sector that is experiencing strong growth. Whether you’re voicing a quirky character in a game or an educational character for kids, there’s a ton of potential for creative and exciting work.

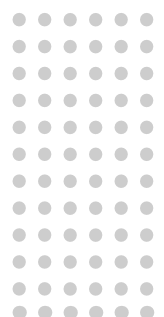
While it might not seem glamorous at first glance, another lucrative area of narrative voice over is for business phone systems—



commonly referred to as IVR (Interactive Voice Response). These are the voices you hear when you call a company's customer service line—things like welcome messages, directories, and on-hold content. Here's a cool thing to consider: if you land a voice over job for, say, a medical practice's phone system, you'll likely be updating that voiceover every time the practice makes a change. Whether it's adding new services, updating employees, or announcing holiday hours, your voice will often be needed for regular updates. So, landing 10–12 phone system clients may not seem as cool as voicing a space alien in a game, but it does mean steady, long-term repeat work.

Let's not forget about audio web content. There are countless areas across the internet where narrative voice over is in demand, from explainer videos to accessible websites. The possibilities are endless!





Lastly, there's what we'll refer to as fixed installation voice over—the voice that lives in specific locations to provide instructions, safety info, or general updates. You've probably heard these voices at airports, theme parks, museums, buses, or even elevators. These types of gigs are popping up everywhere—and they're part of a massive, growing industry. In fact I just was on the receiving end of a voiceover at a local automated car wash!

Bottom line: The voice over field is all around you; and it's not slowing down anytime soon.

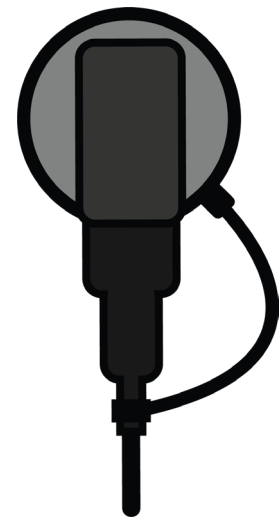
## 5. AND THE WINNING VOICE IS...

If we look back at the history of voice over, there was a time when nearly every voice



was announcer-driven. Why? Well, for two main reasons: limited options and limited awareness of those options. When you don't have many choices, you're more likely to accept being told what to do or think—what we call “being announced to.” Early recording equipment also played a role in this, as it worked better with lower-pitched, louder voices.

Fast forward to today, and the voice over landscape has completely transformed. Modern recording technology can capture incredibly detailed sound, and with platforms like the internet, we're all aware of the vast range of options available in nearly every product or service.

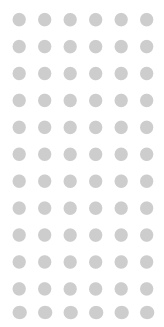


This has shifted the role of the voice actor from simply “announcing” information to sharing it in a way that’s both believable and compelling for the target audience.

The voice that wins opportunities today is the one that can present content in a conversational and sincere manner. While there are still some exceptions, the two buzzwords in today’s voice over world are sincerity and believability. What does this mean for you?

Instead of trying to “force” your voice into every possible type of read, focus on areas of voice over that naturally suit your strengths.

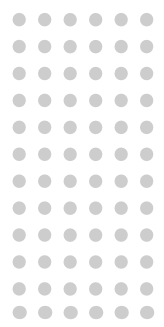
Many newcomers make the mistake of thinking that a voice demo with a lot of variety is “better”—but that’s not the case. Today’s best demos showcase the unique qualities of your voice, and it is



those qualities that can makes you truly stand out and grab the attention as casting professionals.

There is a challenge here, though. It's easy to read something and sound like you're just reading. This is what announcers often did—you could tell they weren't speaking to you, they were just delivering information. But to really succeed in today's voice over world, you need to sound conversational and genuine when you are reading. This takes skill and development. After all, when we speak conversationally we are using our words. But when you read conversationally, you are using someone else's words. With skill development and practice, you'll begin to master this skill. And when you do, you've achieved a foundation for success in the voice over field.

Another benefit that you can gain through skill development is identifying exactly where your voice best fits into the field. With all the opportunities available, it's easy to become overwhelmed and waste a lot of effort attempting to land voice over opportunities that just don't fit your voice. By identifying and focusing on areas



where your voice truly shines, you can give yourself an enormous advantage.

However, one word of caution: while the field is more inclusive of different types of voices than ever before, voice over is not a fit for everyone. To succeed, you'll need good vocal health, clear articulation, and a strong ability to read cold copy. If you're serious about pursuing voice over, start thinking about where your voice naturally fits into the profession. Then focus on those areas when working with a coach. This will give you a major advantage as you move forward.

Sincerity, a conversational tone, and the ability to truly compel the listener are the core skills driving today's industry. Master those, and you'll be on your way to success.

## 6. NOW LET'S TALKS PROS AND CONS

Just like any worthwhile endeavor, the voiceover field has its share of rewards and challenges. But don't worry—the rewards are substantial, and the challenges are surmountable as long as



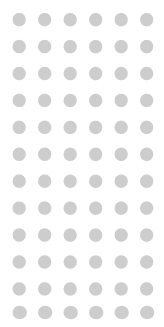
you understand them. Let's start with the positives!

First, there's flexibility. One of the best things about the voiceover industry today is that it offers a level of flexibility that many other professions



can't match. Thanks to modern technology, most voiceover work can be done from home. This means you can schedule and complete projects based on your own availability, without having to sacrifice other important aspects of your life—whether it's family, another job, or activities you love. Voiceover is one of the few entrepreneurial fields where you can build success on your own terms.

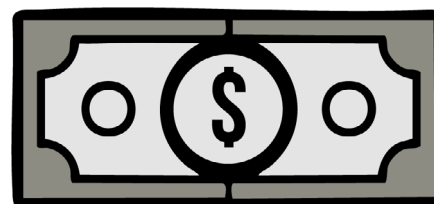
Another huge perk is your work environment. Many voiceover artists create a home recording setup that allows them to work from the comfort of their own space. Sure, development and training are still essential, but let's face it—working from home is a pretty amazing benefit! And when you do work in a professional



studio or agency, you'll find those environments to be exciting and dynamic, which can be just as rewarding.

Then there's age. In voiceover, we cast what we hear, not what we see. And here's an interesting truth: as we age, the believable age range our voices portray can actually expand. So, you don't need to worry about being "too old" to get started. In fact you might have an advantage!

And finally, there's pay. Voiceover work can be very lucrative. The pay often varies depending on the type of project

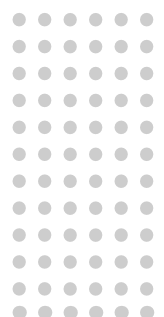


and that project's budget. Often, you can earn substantial fees for recording session that often last no more than an hour. Not a bad deal, right?

But Now, let's talk about a couple of stumbling blocks—and how to overcome them.

The first challenge is competition. In my experience, competition is the #1 reason people fail to succeed in voiceover. But here's the good news: you don't have to worry about every voice actor

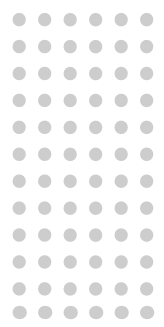




in the world—in this case, the competition I’m talking about is you. While, the field is full of talented voices, sadly the person most likely to stand in the way of your success is the one staring back at you in the mirror. That’s because It’s easy to get stuck in “I’ll do this someday” procrastination-type thinking. Essentially we d-prioritize thing we “want” to do in favor of things we feel we “have” to do.

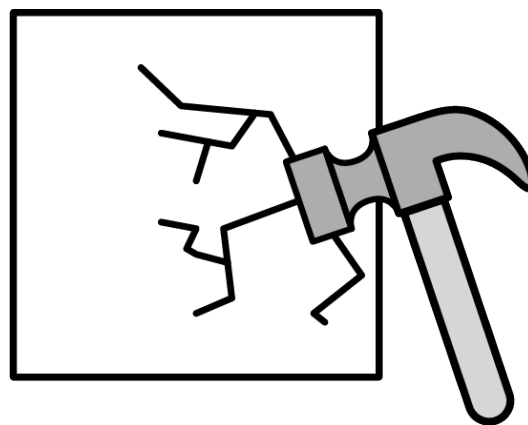
Procrastination is the silent killer of many dreams. And here’s a truth to consider: right now while you’re waiting, people who may have fewer resources or less desire are out there finding success in voiceover every day. Why? Simply because they took action. The first step to achieving anything—whether it’s voiceover or any other dream—is to take action. Stop putting off what you want to do in favor of what you feel you have to do. Take that trip, learn to fly a plane, adopt that dog, and If you’re passionate about voiceover, don’t wait. Start now.

Once you get past the “competition, the most significant remaining challenge is misunderstanding. A lot of people think voiceover is

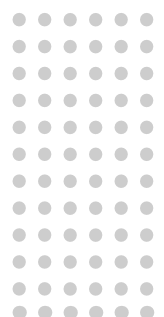


about “breaking in.” They believe it’s as simple as getting a cheap microphone, plugging it into a computer, and searching online for work. But here’s the real story: Voiceover is a business—a business where money exchanges hands for a skilled service. And if you recognize this, you’ll be a million miles ahead of all of those who think success comes from luck or a quick break.

You don’t “break into” any profession. You learn about the industry, develop appropriate skills, set goals, and work steadily toward success. So, if you really want to



give yourself an advantage over the vast majority of new voice professionals, treat it like the business it is. I’ve seen a ton of misinformation floating around on social media—claims about how anyone can get into voiceover quickly with just a mic and a computer or some set of pre-recorded videos that’ll make success in voice over easy. Voice over is not easy. But, there are easier and smarter ways to pursue it. By simply treating your voiceover pursuits like an entrepreneur treats their business, you will stand



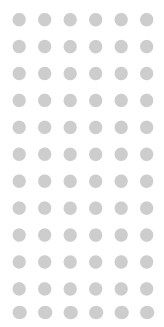
apart from the crowd. You'll approach it strategically, and all of the sudden you'll see how truly tangible lasting success and enjoyment is.

## 7. A FEW FINAL WORDS:

To recap: Avoid procrastination. Don't let you hold you back from pursuing what excites you. Instead of procrastinating, find reasons to do the things that excite you, and keep going until you achieve your goals. And remember, voiceover isn't just about finding work—it's about building a small business. Recognizing this can give you a clear, attainable roadmap to follow. You're the boss of your own voice—and your own success. Time to get to work!

## 8. SO NOW WHAT?

First of all I want to thank you for reading (or listening) to this ebook. I truly hope it has sparked something in you—not just about the reality of the voiceover industry, but also about how to approach it with the right mindset and tools. My goal has never been to discourage you but to help you navigate the field with a



clear understanding of what it takes to succeed. I've shared these insights because I care about this industry and want to see you thrive in it.

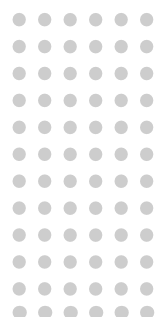
Voiceover can be incredibly rewarding and, yes, a lot of fun—but the amount of misinformation and confusion out there is real. It's one of the reasons I felt compelled to write this. Now that you have a clearer picture, what's next for you?

Well, maybe I've convinced you to not pursue voiceover (kidding!), but if this field excites you as much as it excites me, then the most important next step is to learn. Education is the foundation for any successful venture, and in voiceover, that means developing the right skills and building a solid understanding of how to operate in this competitive space.

On that note, I'd like to personally invite you to join me and a few of my



colleagues for a live, web-based introductory voiceover discussion and Q&A session. We'll dive deeper into the fundamentals of voiceover, answer all your burning questions,



and give you a clearer picture of how to get started. I keep these sessions small to ensure there's plenty of time to engage with everyone, so I'd love to have you there.

If you're reading this in text, I've included the link below. If you're listening to the audio version, simply visit [voicecoaches.com/intro](https://voicecoaches.com/intro) for all the details.

As a special thank you for reading or listening to this ebook, I've included a promotional code to give you a discount on the session. It's my way of making sure you get the best possible start in your voiceover journey.

Thank you again for your time, and I wish you all the best in your voiceover pursuits. This is just the beginning, and I'm excited to see where your voice takes you!

EBOOK: WHERE DO I GET STARTED?

