

**DO realize that there's more to voice-over than having a good voice.**

Be available, responsive, an expert performer and audio editor, on time, and on budget. Do that and you'll be a *go-to resource* that gets booked again and again whether your voice is perfect for the project or not.



**Brian Thon**  
*Voice-Over Instructor*

**DO what speaks to you the most, and work with a coach to develop your voice-over skill set.**

Your niche is out there! You just need to explore different ways to find what you're drawn to. Research, record, and listen to yourself; have patience, and of course: *practice*.



**Denise Thistlewaite**  
*Voice-Over Coach*

**DO work with a producer and a coach to get top-notch demos to showcase your talent.**

If you record your demos before you're ready, or if you don't work with professional demo producers, your demos may not stand up against the competition. If you want to experience success in VO, this is crucial. *First impressions last!*



**Ben Werlin**  
*Such A Voice CEO*

**DO set up a home studio after getting training and your demos.**

Clients need to know that if they select your voice for the job, you have the technical expertise with your own home studio equipment to give them the final read at the *highest quality* possible.



**Ben Marney**  
*Home Studio Specialist*

# THE MUST KNOWS OF VO

**DON'T market yourself as a new voice talent to the markets that tend to exist in major cities.**

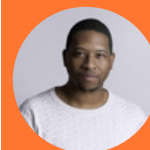
Most VO clients in the major markets work through agents and casting directors, so when you're starting out and haven't yet acquired those connections and relationships, it can be difficult to successfully book work there. If you instead look at the smaller markets, you will most likely find more opportunities.



**Heather Costa**  
*Chief Fulfillment & Content Officer*

**DON'T jump into the union right away.**

There's a proper time to join but you need to build up to that point. Develop your skills and resume first. When union opportunities start to show up consistently, that's when it's time to join.



**James Seewood**  
*Voice-Over Instructor*

**DON'T forget to carve out time in your schedule for this industry.**

Practice, practice, practice! Take the time to read scripts out loud and if no one is there, imagine you are speaking to someone standing right in front of you.



**Justine Reiss**  
*Voice-Over Coach*

**DON'T give up along your journey!**

As the old adage goes, "*Rome wasn't built in a day.*" Well, voice-over careers are also not built in a day. If we take off running each day at top speed, we won't be able to keep that pace long enough to reach our goals.



**Kelley Huston**  
*Voice-Over Coach*