VOICE ACTING III – CREATING YOUR DEMO

Know Your Role

1. Instructor

* teach someone what to do
* corporate training video or children’s game
* straightforward, educated voice
* to instruct or provide information to fulfill a specific goal or purpose

1. The Real Person

* casual approach, relatable, genuine
* real person, regular guy, girl next door
* homegrown, sensible and friendly
* intimate interpretation of the script, instilling trust

1. The Spokesperson

* on or off camera
* confident, charismatic
* promote a cause, product or service with ease and authority
* driven, optimistic and assured delivery

1. The Narrator

* storytelling
* omniscient, courteous, honest
* provides an audio landscape
* background information, questions, solutions
* communicate clearly and engagingly

1. The Announcer

* often heard live at events, on commercials, promos, introducing segments, etc.
* from the Golden Age of radio
* can introduce an idea and assertively make a call for action

PLANNING YOUR DEMO

* Your demo presents your voice to clients
* They listen to it and evaluate your services first hand
* It’s best to do a variety of demos that showcase the styles you can perform

THE DEMO RECIPE

1. Length of 60-90 seconds
2. Keep it moving!
3. 5-6 segments per demo

SAMPLE

Slate or Intro (say your full name and the type of voice-over you will be performing): 5 seconds

• Segment 1: 15 seconds

• Segment 2: 15 seconds

• Segment 3: 10 seconds

• Segment 4: 10 seconds

• Segment 5: 5 seconds

• Closing remarks (contact information / website plug): 5 seconds

• Closing music jingle (optional): 5-8 seconds

TIPS FOR SCRIPTING YOUR DEMO

* conversational, friendly language
* a variety of topics
* relevant material for your audience
* use the sample scripts

OTHER PRODUCTION TIPS

* use different vocal tones and ranges to provide variety of segments
* use background music (jingles and music beds) or non-music interludes (stagers, sweepers, IDs) to transition between topics, like in your podcasts
* create a demo for each category you’re interested in

ASSIGNMENT –

Create a voiceover demo for yourself.

1. Choose your material. (Use things you’ve made – gotta be good! - and the sample script link to make new things)
2. Write your script and prepare your individual items/segments
3. Put your 60-90 second demo together according to the outline above (include your transitions)
4. Submit the mp3 to boonemedia.com, labeled as “your name voice demo”
5. Post to the audio page of your website and list it as your voiceover demo.
6. Create additional demos from other categories for extra credit.