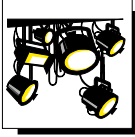


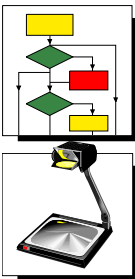
Career as a Freelance Voice-Over Professional



Overview

This is a primer (introductory) course for students who are interested in launching their own voice-over company. A voice-over talent or actor is typically a professional who is hired to interpret a script to meet a specific project (commercial or educational goal). A voice over talent is hired or contracted to provide their voice to a particular project (television, commercial, film narrators, voices for movie trailers, telephone systems, educational resources) and, a wide assortment of Internet-based and kiosk applications. Today's technology enables individuals to work from a studio in their home.

Hourly rates for successful voice-over professionals vary depending on many factors (union, non-union, experience, budgets, local project, national commercial, etc). Rates can typically range from \$250 or less for a local TV commercial to \$1800 or more for a national television commercial. Union members can expect to generate residuals if for instance; the \$1800 national television commercial runs past 13 weeks (what this means is the professional will be paid another \$1800 for work they've already completed).



Process: Self-paced

Using Interactive PowerPoint slides, eWorkbooks, and Online Reference Resource Materials

Course Modules:

Module 1: Launching your Career as a Freelance Voice-Over

Module 2: Doing Business in the Virtual Marketplace

Module 3: Setting Up your In-Home Voice-Over Studio

Module 4: Recording your First Voice-Over Demo

Module 5: Establishing a Presence on the Web!

Module 6: Marketing Online

Module 7: Fee Schedules, Billing and Payments



What you will learn:

- How to get started in the voice-over business and what to expect along the way
- Expectations of your clients
- Importance of building a strong personal brand
- Develop a business action plan and short-term goals for your voice-over business
- Setup an in-home voice over studio (Digital Audio Workspace) using recommended resources
- How to research and select appropriate equipment for your new voice-over business
- Form business partnerships with local recording studios
- Ask appropriate questions in order to make informed decisions
- Create a professional demo package using recommended resources and tips
- Establish a professional online presence to educate potential clients of your capabilities and to market services
- Conduct effective online and off-line marketing campaigns

Who should take this course?

- Anyone who has heard a radio or television commercial or program narrated and said, "I can do that!"
- Anyone who has had numerous positive comments made about their voice
- Anyone who wants to expand into this growing niche market

Course Prerequisites:

- Unique and marketable voice
- General knowledge of how to operate a computer
- Internet access is a MUST (*see computer requirements below*)
- Conduct online research: locating information and resources

To ensure the best online learning experience possible, please ensure that your computer meets at least the minimum technology requirements:

PC User: Windows Client - RECOMMENDED

Pentium IV® or later

Windows XP® or later

512 MB (RAM)

60 MB free disk space

Display Resolution: 1024 x 768 or higher

Internet Connection: Broadband Cable or DSL

Soundcard with speakers and microphone or headset with microphone

Web Browsers: Netscape, IE, Firefox, Opera or later

Plug-ins: Acrobat Acrobat, Flash, Real Media, Windows Media

Internet Access: High speed DSL or Cable Modem

PC User: Windows Client - Minimum

Windows 98/ME/2000

Pentium III 500 MHz processor

128 MB RAM

20 MB free disk space

Display Resolution: 800 x 600 or higher

Soundcard with speakers and microphone or headset with microphone

Web Browsers: Netscape, IE, Firefox, Opera or later

Plug-ins: Acrobat Acrobat, Flash, Real Media, Windows Media

Internet Access: 28.8 kbps - 56 kbps dialup

Mac User:

Mac OS 9.1/9.2, Mac OS X 10.1.5, 10.2, 10.3, and 10.4

G3 233 MHz

64 MB RAM (OS 9.x), 128 MB RAM (OS X 10.1.5, 10.2, and 10.3), and 256 MB (OS X 10.4)

20 MB free disk space

28.8 kbps Internet connection

Speakers and microphone or headset with microphone