



VO MAP!

A guide to help you begin
your VO Career
FROM SOUTHWEST VOICES!



I want to be a voice actor! Where do I start?

Are you an actor?

No...



Well, you **MUST** be an **ACTOR**! So get into classes **STAT**! Being a **VOICE ACTOR** is 10000% more about the art of storytelling than about having a "cool voice." You must be an actor.

Yes!



Great! Keep studying!

What acting classes should I take?

Improv, Improv, Improv!! Scene Study, Theater, Dialects, Sitcom, Stand-up and Physical Comedy
*** Animation is especially rooted in physical comedy. ***

How many niches of VO are there?

So many! Animation, Commercial, Audiobooks, Video Games, E-Learning, Explainer Videos, Medical Narration, Toys... the list goes on!

What niche of VO should I start with?

Best to focus on **one** niche (like Commercial VO) and get really good at it. THEN move on to the next (rather than studying a bunch all at once).

Commercial VO is the most common, so you'll need a Commercial Demo first.
That will be your calling card when you're ready to reach out to Agents!

Contact:
hey@southwestvoices.com

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**What Coaches
should I work with?**

VET your teachers/coaches!
Go to voiceovercollective.com and [Voiceover Resource Guide \(VORG\)](#) to make sure you're working with good coaches. Find reviews and referrals!

AVOID teachers/coaches that bundle in a demo at the end of their program.

**So when can I make
my demo?**

Not yet! You need to keep training and putting what you've learned into practice! And, you're going to need to spend your \$\$\$ on your Home Studio, first!

**Get your HOME
Studio Set up!**

Refer to our resources and call SWEETWATER! They're the best and will help you with every detail - what's best for your voice, budget and space! *Tell em' we sent you please!*

Audio Editing

You will have to learn how to edit audio! (We have a self paced Audio Editing Course available). Find the DAW that works for you (ie - Audacity, Adobe Audition, Studio One, Reaper, etc)

Being a VO Actor ultimately means not only being an Actor, but also a Director - as you direct yourself in the booth - and a Technician. You **must** learn and embrace the technical sides of the business!

**Allow The
Learning Curve!**

You're learning new skills that take time! Be patient with yourself! Go get those 10,000 hours. Enjoy the process, know that you're improving and allow the journey. Avoid perfectionism!

**Keep
Training/Studying!**

As you continue to train and study, work on creating your character voices, develop and understand your "Brand," and know what kind of work/companies you want to represent.

**Start finding your
own auditions!**

Seek auditions through various online sites (Pay to Play Sites, FB Groups, etc) Do what you can to find auditions on your own and get to work! Audition, Edit, Send, REPEAT!

**Understand you are
the CEO of your
own business!**

Start working on these: A Social Media presence, a Brand Logo, a VO Website, a VO Email Address, and eventually, an LLC/Business banking account to run your business!

**Can I make my
Demo now?**

You're getting close! Are you saving up? A great Demo can cost between \$1000-\$2000.

Repeat!

Repeat what you've already read on this page!
Book some work on your own!

Ok, am I ready to make my demo NOW?!

When can I make my demo?

After you've had a good amount of training, feel confident in your skills, and have booked work on your own.

And a Professional Demo Producer feels that you're ready.

A demo is NOT something you rush into. Take your time and get GOOD at your craft.

Demos are expensive, they are your calling card, and they need to be GOOD because you only have one chance to make a good first impression.

Check?

If you're making an Animation Demo, do you have several character voices on hand (and dialogue) that you've spent time developing?

Check?

If you're making a Commercial Demo, do you know what brands you love, and are excited to represent? *Are you confident in your vocal instrument and know what you can/cannot do?*

Finally! Hire a Demo Producer!

Hire a Professional Demo Producer that will work with you, and has your best interests at heart.

A Bad Demo Producer will gladly take your \$\$\$\$ and give you a bad demo. A Great Demo Producer will not set you up to record if you are not ready!

Ok, I made my first Demo! Now what?

Share your Demo!!

Upload your Sparkly New Demo to your Website, Any VO Actor Profiles you have, like the Pay to Play Sites, Social Media, etc.

Keep Finding your own auditions!

Seek auditions through various online sites (Pay to Play Sites, FB Groups, etc) Do what you can to find auditions on your own and get to work! Audition, Edit, Send, REPEAT!

Tell the World!

Now you can "Direct Market" to people and companies, offering your services and sharing your Website and Demo!

Are you booking?

You will need to book YOUR OWN WORK *before approaching an agent for representation.* Keep auditioning!

Are you Networking?

Network! Meet People! Take Casting Director workshops and Conferences! Network! Build your VO Network! So many jobs can be booked through people you know! So get out there:)

Am I ready to look for an Agent NOW?!

Do your Research!

Do your research on VO Reps, Start reaching out to your contacts for referrals. (Also another reason to network!)

Attitude!

Professionalism, Positivity and Kindness go a long way. Don't be a d***!
People will remember, *and you never know who knows who.*

Submit to Agents!

When you're ready, you can NOW submit to Reps! Woohoo!

Keep it up!

Keep Auditioning, Training & Studying, and Networking! Trends change, so it's good to keep your training going. AND don't forget to LIVE your life! Not everything is about work!

Stay positive!

Break a lip! Remember THIS IS A JOURNEY!
Enjoy the ride...

Essential Resources



Voiceover Collective

Voiceover Resource Guide

iwanttobeavoiceactor.com

Podcasts like VOpreneur and VO Boss

Sara Jane Sherman

Debi Derryberry

Southwest Voices!

**More questions?! Reach out to us
here: hey@southwestvoices.com**

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