

## VOICE-OVER DEMO PRODUCTION

**With Paul's help, voice-over demos that will get you the voice-over agent and lucrative bookings you deserve are just a few weeks away!**

**I: COMMERCIAL DEMO REEL.** Running time 1:00, with music and sound effects. For examples, listen to several such clients from [Paul's website](#). Here's how we do it:

1. You, the client, collect "copy" – a mix of real commercials and print ads from glossy magazines, or that you transcribe from radio or TV. Choose pieces you like and think you can perform well.
2. Type these into a script (see sample below) containing 12 -17 twelve pieces; e-mail it to Paul.
3. He will edit the script, make suggestions, and e-mail it back to you. You work some more and send it to him again. This process might be repeated several times.
4. Once we have a great script, we do our first Zoom-coaching session. Paul records the session at his end and puts the recording on your private, [password-protected webpage](#) so that you can listen to it over and over. You perform the script; Paul directs you, finding out your strengths. We revise the script until it's just right for you. We will have one or two more Zoom sessions until we have the right mix of pieces rehearsed to perfection.
5. We produce the final script. Everything we've done to this point ensures that when you get to the studio – the expensive part of the process – you can perform to your personal best.
6. It's time to go to the studio! Paul works with one of the best in the world – [Evolution Audio](#) in Kansas City, Missouri (where all the demos you hear on my website were made). Recording your performance takes about an hour and a half, sometimes longer. Editing, laying in music and effects, and mixing it down to the final product is done later. Within a week or so, you will have a brilliant new commercial voice-over demo. You're ready to send it to agents and producers, have it hosted by one of the online casting services ([www.voice123.com](http://www.voice123.com), for example), and break into one of the most lucrative fields in the world for a performer.

**II: LONG-FORM NARRATION DEMO REEL.** Running time 1:00 – 1:30. Choose 2-3 scripts, sourced from magazines or transcribed from nature shows, documentaries, etc. Add them to your commercial script.

**III: AUDIOBOOK NARRATION DEMO REEL.** Running time 1:00 – 1:30. Choose 3-4 excerpts from novels that involve a narrator and two contrasting characters with direct speech. Add them to your commercial script.

## OPTIONS

Working face-to-face with one of the great engineer/directors at Evolution Audio at their Kansas City studio is the best and often the cheapest option. But there are others:

- Thanks to modern technology, we don't have to be in the same city. We can book an hour in a good studio near you, and via a special kind of internet connection, record you *here* while you are performing *there*! We use Source Connect™ to make this magic happen.
- A cheaper option – still a good one – is for Paul to direct you by Zoom in your local studio; your local engineer records you and then sends the raw recordings to Evolution Audio for final mixing and editing.
- The cheapest option is for you to use Paul simply for the first stage of the process (creating the best possible scripts and rehearsing you to a high performance standard). You could book a local studio where the engineer would direct you, and record and produce the final reels for you. As engineers vary widely in their skills in producing demos we can't guarantee the final result if you choose this option.

## COSTS

**The first stage of the process, steps 1-5, is the most important, and yet the cheapest!** Too many aspiring voice-over actors don't have the guidance and rehearsal they need before paying for expensive studio time. Working with Paul via Zoom and e-mail costs a basic \$550, based on two or three 60-minute Zoom coaching sessions and the script consultation via e-mail. The basic Demo Production Package from Evolution Audio costs \$850, a special discounted rate they offer me and my clients.

### OPTION A

#### (Record in Kansas City)

Script development and rehearsal by Zoom (with Paul)	550
Evolution Audio Commercial Demo Production package	850
<b>TOTAL</b>	<b>1,400</b>

### OPTION B

#### (Record in Kansas City via Source Connect to your local studio)

Script consultation and rehearsal by Zoom	550
Evolution Audio Commercial Demo Production package	850
Charges by your local studio	???
<b>TOTAL</b>	<b>1,400+</b>

**OPTION C**

**(Record in your local studio with me directing by Zoom)**

Script consultation and rehearsal by Zoom	550
1 hour in your studio	???
Mixing and editing at Evolution Audio	650
Paul's directing fee	250
<b>TOTAL</b>	<b>1,450+</b>

**OPTION D**

**(Record in your local studio without Paul's assistance as producer)**

Script consultation and rehearsal by Zoom	550
3 hours in your studio time pay independently	???
<b>TOTAL</b>	<b>???</b>

**(To include a long-form narration or audiobook narration demo reel with your commercial demo, add \$150 to Paul's fee, and \$425 to Evolution Audio's fee. To include both, add \$300 to Paul's fee and \$850 to Evolution Audio's fee.)**

## **SAMPLE COMMERCIAL DEMO SCRIPT**

1. Learn a language. Expand your world. Finally, there's a way to learn a new language that's easier than you could ever imagine. Rosetta Stone interactive software teaches you any of 30 languages, all without translation, memorization, or grammar drills. Rosetta Stone: language, learning, success.

2. Your smile says a lot about you. If you let it. When you're uncomfortable about your teeth, it's easy to hold back your smile. Invisalign's advanced technology now lets you straighten your teeth invisibly – so you can express yourself fully. And because they're invisible, no one has to know about it. Hundreds of thousands of people already have discovered Invisalign. Maybe it's time you were one of them.

3. Flights to Ireland to find four-leaf clover: \$0. Flights to Vegas to try it out: \$0. Flights to Ireland to return defective four-leaf clover: \$0. Traveling for any reason at all: priceless. You could win 500 roundtrip flights anywhere to share with family and friends. Use your MasterCard from July 1 through August 31, and you will be automatically entered for a chance to win 500 airline tickets. You can earn double entries at participating airline partners. Find out more at [priceless dot com](http://priceless.com). There are some things money can't buy. For everything else, there's MasterCard.

4. For 125 years, we've put ourselves in dire situations because that's where we're needed. In the face of often impossible conditions, we've pressed tirelessly on. We are the American Red Cross, an organization of volunteers who give our time, talent, and strength to relieve the suffering of our neighbors in over 70,000 disasters each year. Serve at our side. Contact your local American Red Cross in this, our 125<sup>th</sup> anniversary of hope. Join us at [Red Cross dot org](http://RedCross.org).

5. Listen hard enough and you can hear the spirits of those who came before you. The West is alive in Wyoming. It's a place of endless sky and storied past. There's a sense of adventure so thick you'll have to swat it away. From Mystical Devil's Tower across undiscovered places to historic Yellowstone, with hitchin' posts in between, Wyoming is the last way west. And all you have to do is look for it. Wyoming. Forever West.

6. Only one out of 100 barrels of our whiskey is hand-chosen to become Jack Daniel's Single Barrel Whiskey. Ironically, these special barrels live not a life of luxury, but one of chilling cold and sweltering heat in the top floors of our barrelhouses. Inside our charred oak barrels, a relationship is nurtured with the weather, the whiskey, and the wood. Summer heat opens the wood, absorbing the whiskey. In winter, the wood contracts, releasing the whiskey back into the barrels. Over time, this cycle imbues the whiskey with a variety of color and flavor nuances. Yet time is not the judge here. That distinction belongs to Master Distiller, Jimmy Bedford, who ultimately decides if the character of a single barrel is that of Jack Daniel's Single Barrel.

7. Linger in the deep end of moisture. Olay Body Wash plus body butter ribbons. Embrace your skin in the Olay body wash streamed with a ribbon of indulgent body butter. The rich lather infuses skin with a satin like beauty that lasts from one shower to the next.

8. From Romance to Comedy to everything in between, we've got it covered. Just use your remote to choose from a library of over 100 free movies ready to watch whenever you are. ON DEMAND with Comcast Digital Cable. It's Comcastic!

9. As the leaves begin to turn . . . so do our thoughts. To brisk fall days. And cool autumn eves. This fall, we're all about living in layers. The layers of your clothing – and the layers of your life. At Eddie Bauer, living in layers allows you to be comfortable indoors, outdoors, and in every aspect of your day. It means easier transitions from work to lying low at home, or getting away on weekends. The Eddie Bauer Autumn Collection. When comfort is key.

11. How does it feel to climb Everest? Breathe through a straw and climb one hundred flights of stairs. It's just like that. Except you have frostbite, you're dehydrated, and fighting hypothermia. Maybe even hallucinating. Why would five amateur climbers go through all this? Find out in the most intense climb ever caught on film: Everest: Beyond the Limit. An all-new series starts Tuesday Nov, 14, 10 p.m. Let's all discover how far we can go. Discovery Channel.

12. Relaxes like a back massage, but costs a lot less and lasts a lot longer. We could all use a little break. That's why Airwick designed a range of aromatherapy products with a unique blend of essential oils that will revitalize your spirits. Airwick. It's good to be home.

13. Soothing rest for mind and body. Peaceful, gentle sleep. Isn't that what you long for? That's what Lunesta is all about: helping most people fall asleep quickly, and stay asleep all through the night. It's not only non-narcotic, it's approved for long-term use. So you can feel comfortable taking it night after night. Talk to your doctor first before using sleep aids for extended periods. Ready for sweet slumber? Just leave the rest to Lunesta.

14. My girlfriend complains we don't travel enough, so I asked her, "How would you like to go to Italy in just 15 minutes?" She didn't think it could be done, but then I made her Barilla Linguine with Barilla Marinara Sauce. Talk about quick, easy, and delicious! Pasta that's always firm, tender, and NEVER, sticks or clumps – topped with chunks of ripe tomatoes and olive oil, fresh garlic, and onions! It's a quick and easy meal that makes you feel like you're in Italy! Try Barilla Pasta and Pasta Sauce. You'll see how Italy is only 15 minutes away. Anytime.

15. She did what? He didn't! Sometimes, the greatest dish isn't the gossip. Invite Cuisinart into your kitchen (or what you're calling your kitchen) and discover how easy it is to make great stuff for friends. Get the secrets over schmoozing; tidbits over Thai-burgers; and get the four one one over frozen margaritas. Let your Cuisinart Griddler and Blender get in to the mix, and see how gossip can leave a great taste in your mouth. When the burgers and 'ritas are as good as the gossip!

16. You always went for the tall, dark, and handsome types. So, who'd have thought the love of your life would be short and bald? Having a baby changes everything. Johnson and Johnson.

17. In Italy, wine is an everyday part of life. Whether at home or out in the village, people share a glass of wine and a bit of conversation as a way to end their day. So, put the day behind you with a glass of our new Bella Sera Rosso, and savor the evening like the Italians do. It's going to be a beautiful evening. It's going to be a Bella Sera.

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