

F R E E E B O O K



HOW TO CHOOSE THE RIGHT VOICE FOR YOUR BRAND

Looking for the perfect voiceover artist for your next project? Here is everything you need to know.

B Y A L I C E E V E R D E E N



ALICE EVERDEEN

VOICEOVER ARTIST

Alice Everdeen is a full-time voiceover artist and Emmy-nominated writer. Since taking her career full-time in 2020, Alice has voiced over 2,500 projects for companies like McDonald's, Universal Pictures, Walgreens, and Southwest Airlines, and has been featured in Business Insider and Money.com.

Outside of her recording booth, she is a volunteer yoga teacher, soap maker, dog mom, and full-time traveler.

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"Brand yourself before others do."

INTRODUCTION

Voiceover artists are essential for bringing stories to life and play a vital role in the world of business. For example, they can be used to record educational videos and TV or radio commercials, or provide narration for corporate training materials. In addition, many businesses use voiceover artists to create engaging audio content for their websites or social media.

By using the power of the human voice, voiceover artists help businesses to connect with their customers and deliver their message in a more engaging, clear, and effective way. Voiceover artists have the power to improve branding and business results.

In this guide, you will learn:

- Why voiceovers are beneficial to your business and marketing,
- Important factors to keep in mind when choosing a voice actor to represent your brand,
- Where to search for a voice actor,
- Which questions to ask prospective voiceover artists before signing a contract.

Let's get started!

Alice

WHY USE A VOICEOVER?



BRAND IMAGE

Anyone who's ever watched a TV commercial or film trailer knows that a good voiceover can make all the difference. The right voice can convey emotion, set the tone of a piece, and even make a product or service seem more trustworthy. For businesses, this can be a powerful tool for improving brand image. A well-chosen voiceover can make a company's advertising more memorable and effective, and it can help to create a favorable impression of the brand.

ENGAGEMENT

One way to engage with their customers and increase brand awareness is through voiceovers. Voiceovers can provide a human element that helps to connect with customers on an emotional level. They can also help to tell a story and create an immersive experience that draws people in. In addition, voiceovers can be used to highlight key features of a product or service, making it more likely that customers will remember your brand when they are ready to make a purchase.



OUTREACH

A well-crafted voiceover can help to convey your company's message in a clear and engaging way, and it can also add a touch of personality that can be difficult to achieve with written copy alone. In addition, a voiceover can help to make your company's website or online presence more accessible to people with different types of disabilities. By investing in a professional voiceover, you can help ensure that your business is able to reach its full potential.

CONSIDERATIONS WHEN CHOOSING AN ARTIST

TONE

First, you need to consider the tone of your message. Do you want a serious or light-hearted tone? Conversational or inspiring?



VOICE AGE

Who is your target demographic? You want to make sure that the voiceover artist you choose can speak to your target audience.

BUDGET

Finally, you need to consider your budget. Voiceovers can range in price, so you need to find an artist that meets your needs.



VOICEOVER NEEDS

VOICE AGE

☐ Child-18☐ 18-35☐ 35-55☐ 55+

GENDER

☐ Male☐ Female☐ Gender neutral

TONES

☐ Powerful☐ Conversational☐ Inspiring☐ Announcer☐ Wry/dry☐ Sexy☐ Snarky/sarcastic☐ Warm & fuzzy☐ Serious/somber

VOICE QUALITIES

☐ Warm☐ Deep☐ High pitched☐ Gritty & textured☐ Unconventional☐ Booming☐ Clear & concise☐ Soft☐ Accent

Notes

WHERE TO FIND VOICEOVER ARTISTS

1
GOOGLE SEARCH

2
VOICEOVER DIRECTORIES
(VOICES.COM, VOICES123)

3
PRODUCTION COMPANIES
(ASK FOR TALENT RECOMMENDATIONS)

4
CASTING AGENTS
(BROWSE ROSTERS OR ASK FOR TALENT)

5
REFERRALS & RECOMMENDATIONS
(ASK YOUR CONNECTIONS)

MY FAVORITE ARTISTS:

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QUESTIONS TO ASK YOUR ARTIST

Now that you've found the right voice for your project, here's what to ask:

1

"What equipment do you use?"

Knowing what equipment a voiceover artist uses can give you an idea of the quality of sound you'll receive and whether it will work for your project.

2

"What is your recording schedule and turnaround time?"

Before you commit to a voice over artist you should ask them what their general turnaround time is for initial deliveries as well as revisions. Be sure your schedule aligns with theirs moving forward. Be specific about deadline dates and times.

3

"Can I hear some samples of similar projects?"

A demo is an important tool to gauge a voiceovers artists skill level, but in some cases, samples of actual, recent work can give you a better idea of what your completed project will sound like.

4

"What is your revision policy?"

Some voiceover artists include a certain amount of revisions or script changes for free, while others may charge you a session fee. Be sure to get clarity on their revision policy before you move forward with work to avoid pricey, unexpected charges.

5

"Can I hear a sample of my script?"

Many voiceover artists are happy to record samples of scripts so potential clients can get an idea of what the project would sound like using their voice.



“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”



THANKS FOR READING!

You did it! You should now:

- Know what a voiceover is and why it's important to market and grow your company or product,
- Understand the type of voice that best represents your brand,
- Know how to find the right voice for your project,
- Know important questions to ask before signing a contract.

I hope you found this information helpful! For more helpful tips and tricks, visit AliceEverdeen.com.

S U B S C R I B E A T

[ALICEEVERDEEN.COM](https://AliceEverdeen.com)