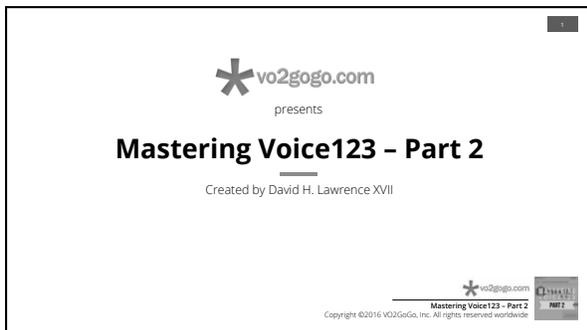


# Mastering Voice123 – Part 2

## Class Notes



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presents  
**Mastering Voice123 – Part 2**  
Created by David H. Lawrence XVII

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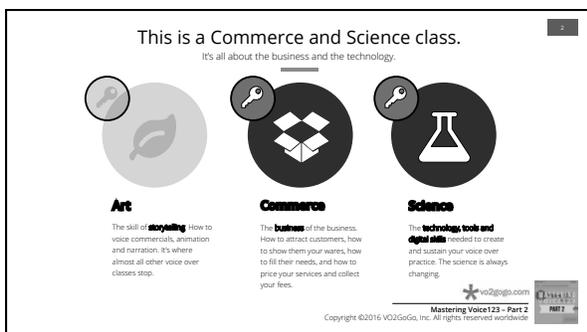
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This is a Commerce and Science class.  
It's all about the business and the technology.

**Art**  
The skill of **storytelling** - how to voice commercials, animation and narration. It's where almost all other voice over classes stop.

**Commerce**  
The **business** of the business. How to attract customers, how to show them your wares, how to fill their needs, and how to price your services and collect your fees.

**Science**  
The **technology, tools and digital skills** needed to create and sustain your voice over practice. The science is always changing.

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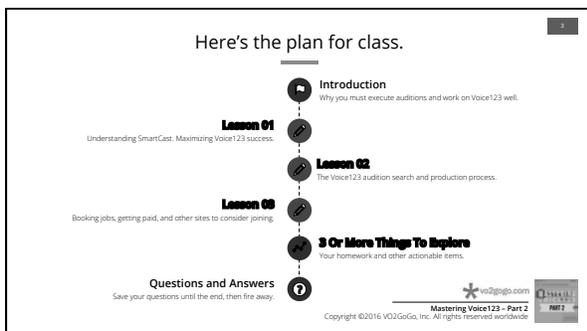
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Here's the plan for class.

- Introduction**  
Why you must execute auditions and work on voice123 well.
- Lesson 01**  
Understanding SmartCast. Maximizing Voice123 success.
- Lesson 02**  
The voice123 audition search and production process.
- Lesson 03**  
Booking jobs, getting paid, and other sites to consider joining.
- 3 Or More Things To Explore**  
Your homework and other actionable items.
- Questions and Answers**  
Save your questions until the end, then fire away.

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# Mastering Voice123 – Part 2

## Class Notes

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### Introduction

Why you must execute auditions and work on Voice123 well.

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### Maximizing the opportunities on Voice123.

Voice123 is a model for the rest of your VO career. Here are four reasons why.

- +** **Voice123 has work available for the right voices. At the right prices.**  
If you've got what they are seeking, you might find profitability on Voice123. Or not.
- +** **With tens of thousands of members, the noise floor is high.**  
Just because you want to work in VO, doesn't mean you can. Voice123 has a lot of noise to get past.
- +** **A direct and focused strategy helps you clear the barrier to entry.**  
If you don't get distracted chasing bad work, you have a much better chance to get good, or even great, work.
- +** **That means avoiding the traps that other Voice123 talent fall for.**  
You have to have an excellent understanding of how to maximize the Voice123 audition and work process.

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### Lesson 01

Understanding SmartCast. Maximizing Voice123 success.

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**How auditions work on Voice123.**  
Voice123 is the audition site after which others model themselves. Check out these four aspects.

- SmartCast invitation...**  
You get individual emails all day long with work that the SmartCast system thinks you're right for.
- No cost to look...**  
You can do everything to prepare for an audition, and see everything about any project, right up until...
- ...or direct invitation**  
If a voice seeker invites you directly, you don't have to be a paid member to accept. This happens very rarely.
- ...but it costs to submit**  
...you try to submit your audition. Then, they make sure you're a paid member.

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“ Watch your email for notices from SmartCast. You'll know it's from Voice123's system by the subject line – it will begin with “SmartCast Invitation - ....” ”

SmartCast Invitation - Project "Lighthouse"  
The Voice123 Team  
Hello David H.,  
This is an automated invitation generated by SmartCast for you to participate.

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Hi Jason,  
You got a message from [redacted] via Voice123. See it below:  
Hi Jason,  
I just played your commercial demo for our client and they loved it! Could you do a quick sample read on this project? To see the details of the project and then submit an audition and/or proposal, you can use the following link:  
<http://voice123.com/>  
Please let me know if the attachment isn't included in the posting.

“ You might also receive a Direct Invitation from a voice seeker to audition for, or be offered, work. In this case, you don't need to be a Voice123 member to audition. ”

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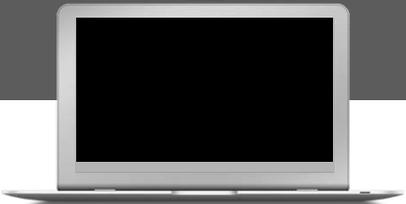
# Mastering Voice123 – Part 2

## Class Notes

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### How Voice Seekers Contact You On Voice123

Aside from receiving SmartCast-generated invites, you may be invited directly by a voice seeker.



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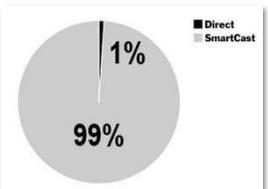
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### You'll very rarely get a direct invitation, if at all.

Almost all of the invites you'll receive will be generated from SmartCast.



Category	Percentage
Direct	1%
SmartCast	99%

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### So what is SmartCast?

Here's an overview of that process.

- It's an automated system.**  
A human is not involved in sending SmartCast invites.
- It matches projects with talent.**  
SmartCast aligns your voice profile with the project profile.
- It doesn't simply reward speed.**  
Each project would be filled by the fastest auditioners.
- But you do have to be responsive.**  
There will be a limited number of audition slots to fill.



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## Class Notes

### How SmartCast works.

Analyzing data about projects and voice seekers is only part of the SmartCast algorithm.

**SmartCast gathers data.**  
It analyzes your voice profile and the voice-seeker's project to see if there's a match. Fairly straightforward.

**SmartCast has a secret sauce.**  
Voice123 doesn't share all of the algorithm with the public. That would invite "gaming" the system.

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### What does SmartCast examine about you?

Voice123 goes down the list and grabs all the talent that matches what the voice seeker wants.

- 01 Your voice type**  
Voice gender, age, language, accents, dialects – anything about your voice you've stated in your profile.
- 02 Recording capabilities**  
Categories of work you have noted in your profile, your home studio, nearby studio, or any other options you've described.
- 03 Status and services**  
Your union status, any other services you might offer, ways you deliver the final product.
- 04 Filtering choices**  
If you've chosen to include or exclude certain types of jobs, SmartCast will act accordingly.

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### The hidden SmartCast ranking factor.

It ranks everyone who matches, in order, but there's one ranking factor they are cagey about.

**Pretty straightforward, except for that last one: your "stats."**  
Voice actor "stats" are kept by Voice123, but aren't shared with you. These include audition responsiveness and quantity, ranking by voice-seekers both in auditions and booked work, and other proprietary data.

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“

SmartCast then sends to the top matching talent whose data aligns with the project.

”

Voice123 SmartCast is seeking 100 auditions and/or proposals for this project (approx.) Invitations sent by SmartCast have resulted in 6 audition(s) and/or proposal(s) so far.

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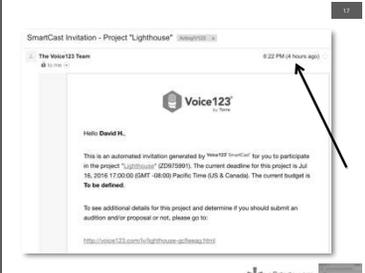
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“

Once you receive an invitation, audition as quickly as you can. The best projects reach their limit quickly with auditions from invited talent.

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### Lesson 02

The Voice123 audition search and production process.

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# Mastering Voice123 – Part 2

## Class Notes

“ The emailed notices from Voice123 will look like this. Click on the project link to go to the project itself and start the audition process. ”

The screenshot shows an email titled "SmartCast Invitation - Project 'Lighthouse'" from "The Voice123 Team". The email content includes a greeting "Hello David M.", a paragraph explaining that it's an automated invitation for a project "Lighthouse" (ID: 10901), and a deadline of July 16, 2016, at 17:00:00 (GMT -08:00). It also mentions a budget to be defined. A link is provided: <http://voice123.com/submithouse-auditions>. The footer includes the Voice123 logo and "Mastering Voice123 - Part 2" with a copyright notice for VO2GoGo, Inc.

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“Custom Demos”

Please record a custom demo using the script provided and then upload it in MP3 format with the following attributes: 44.1 kHz, 16 bit, mono, 65 or 128 Kbps. The file needs to be less than 10MB. We recommend normalizing the volume to -3 dB.

For instructions about how to upload an audition please click here: <http://support.voice123.com/kb/view-article/201242100-How-to-Submit-an-Audition-on-Voice123>

The screenshot shows a table with two columns: "Demo" and "Name". The rows are: "Commercial MP3 demo", "Audio Book demo - Hear of the Words", and "Narration Demo".

**Voice123 Glossary: Custom demos vs. Generic demos.**

**Custom demo:** the rest of the VO world calls these auditions.

**Generic demos:** the rest of the VO world just calls these demos.

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**6 steps to auditioning for Voice123.**  
What to do for each invitation to which you respond.

The infographic consists of six numbered steps, each with an icon in a circle: 01 (link), 02 (calendar), 03 (speech bubble), 04 (megaphone), 05 (document), and 06 (award).

- 01 Click on the link in the emailed invitation and review the project.
- 02 Take a moment to determine whether or not you should audition.
- 03 Record the custom demo. Write a brief note to the voice seeker.
- 04 Specify a generic demo to attach to the submission.
- 05 Fill out the rest of the audition form and submit.
- 06 Follow the submission process all the way.

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**Auditions should be mastered the same as actual work.**  
Here's a preview of that process for Voice123.

**Record from the audition script.**  
Remember, the "printable version" is your friend.

**Edit with the stairstep method.**  
Crib that from the ACX classes. Works for all other VO, too.

**Normalize to -3.0 dB and export as MP3.**  
Using Audacity, export the MP3 file as 128k mono.

**Name the file, save it in the client folder.**  
Create a filename that makes sense.



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**How To Audition for Voice123 – Video Demo**  
Enjoy the process. And remember, you can't submit until you're a Premium member.



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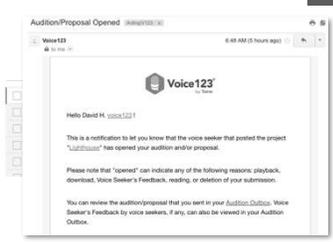
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**“** If you've enabled the notification to get an email when the voice seeker opens your audition, this is what it looks like. **”**



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# Mastering Voice123 – Part 2

## Class Notes

Project ID: [blurred] Project Name: [blurred] Invitation sent by: [blurred]

Custom Demo: [blurred]

Related Demo: [blurred]

Remarks: [blurred]

Voice Seeker's feedback: ★★★★★  
I hope you like what you hear. I can certainly deliver on time and in the manner you've requested. Thank!  
Based on Voice Seeker's feedback you were ranked 1st out of 12 auditions that received feedback. (There were 11 others who received the same feedback as you.)

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“ You may get feedback in the Audition Outbox. IGNORE IT. It's useless. **STAY OUT of the Audition Outbox.** ”

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**Lesson 03**  
Booking jobs, getting paid, and other sites to consider joining.

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Should you book the job, it's up to you to take care of your client. Don't make them take care of you. Manage the project and client.

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# Mastering Voice123 – Part 2

## Class Notes



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Set your production schedule and all delivery dates in stone, and have a bias for action.

**Don't miss any milestones. Ever.**

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Confirm the form that deliverables will take, and any special handling that might be required.

**File formats, dates, lengths, revisions, etc.**

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If the client asks if they can use the audition as the actual work, the answer is **"Absolutely."**



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# Mastering Voice123 – Part 2

## Class Notes

**Getting Paid For Your Work**

The Voice123 Team

Once a voice actor has contacted and hired your services, the transaction is now between you and them. We recommend invoicing them as you would any other client. Here's an invoice template if you need an example of what it should look like.

Here are some tips to make sure you get paid without hassle:

1. Discuss payment agreements and budget BEFORE you start working on the project.
2. Ask the client if they can pay you up front, either in full or partially.
3. If you do not want to collect payment up front, you should always invoice the client immediately after delivering the audio files.
4. Put a due date on the invoice and ask them to confirm that they have received it.

**Getting paid:**  
I prefer PayPal.  
Note that Voice123 will rarely assist you in getting paid. They don't go to bat for you in collections.

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Once you've completed the project, don't forget to consider using your finished product to update your demo for that category of work.

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**Other VO work sites to consider joining.**

These three sites are legitimate, and worth looking into.

**ACX.**  
You know the drill on ACX and why we love it. Audiobooks only.

**Voices.com.**  
Reputation damaged recently over transparency.

**Voiceregistry.**  
Subject of a VO2GoGo class, it's the bridge to Voicebank.

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# Mastering Voice123 – Part 2

## Class Notes

3 Or More Things To Explore  
Your homework and other actionable items.

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3 or more things to explore.  
Take what you've learned, explore and learn more, then put that all to work.

- + Watch your inbox for SmartCast generated audition invitations.
- + Do some mock auditions and follow the process all the way through.
- + Make sure your equipment and systems are up to standards.
- + Pull the trigger on the Premium subscription, and go after those gigs.

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Questions  
Fire away. Or send them to [david@vo2gogo.com](mailto:david@vo2gogo.com).

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