SUSAN: All right, well, welcome. I'm Susan Berkley. I'm absolutely thrilled with the response to tonight's call. We have hundreds of people registered, hundreds and they're pouring on the line right now. I really appreciate all of you. I'm looking at the names of the people who are here, some of you we know and some are new friends. I'm thrilled that you took the time to be with me. I bet this is going to be a really great call. I've got some fantastic information planned for you and I just ... Well I tell you what, while everybody comes on, I want you to get comfortable. Make sure you have a pen and paper handy because I've got a number of things you're going to want to write down.

We did send you a handout. Check your email and see if you got it. If not you can take notes with a pen and paper and maybe you'll see it later. Check your email right now and there's another thing I want you to do. This is for you not for me. I'd like you to turn your phone off and turn off Facebook or anything that can distract you from all the information I have for you this evening. Do it for yourself. See if you can spend an hour without looking at your phone and your text messages. I know it's hard but I promise you I'm going to make it worth your while.

Get yourself comfortable and we're going to get started right now. I'm Susan Berkley from greatvoice.com. The name of this program is how to find your money niche, the number one secret to voiceover success. Let me tell you who this call is right for and you're in the right place if this is you. If you're a newcomer to voiceover, brand new, never been a better time to learn about the best niche for your voice. Maybe you're on what I call the runway to retirement. You are planning an active retirement, you're looking forward to it. A lot of our students are in that particular boat and for you voiceover fits the bill. Hey you know you can work from home, you can work from anywhere and you just want to stay busy. You want to supplement your retirement income.

Maybe you just want to work from home. You are tired of the commute, you look, take caring for an elderly relative or somebody younger, voice over is perfect for that. Maybe you just like to make some extra money on the side. I call that a money hobby or maybe you just flat out always wanted to do this and now is the time. Well if that's you, you are in the right place tonight. Maybe you had some training, you did a demo but nothing's happening. Maybe you're suffering from what I call Grtgr. Now what is Grtgr. Grtgr stands for getting ready to get ready. I call it Grtgr and a lot of people identify with that.

You took some action, you made a demo, you've had some training but you're just stuck, you can't get yourself motivated. Well, I hope and I think that tonight's call is really going to help you do that. How do you know if you have great career as well? Of course if you're procrastinating. If people compliment you on your voice but you never did anything about it. If you've been fantasizing about voiceover for months or years. If you've had some training but maybe you never made a demo or maybe you had a demo and there's a pile of them in the corner and we don't even use Cd's anymore. Maybe you sent out twenty and then you're wondering what happened. Well, that's a former grtgr as well.
Maybe you purchased complicated recording software but you're too embarrassed to admit that you don't know how to use it. Maybe there's a microphone collection somewhere in your home gathering dust and you're also a little bit embarrassed that you're not using that professionally either. Or maybe you're paralyzed with confusion about your website and your marketing materials and you're spending more time actually talking about voiceover than doing it, or you get the idea. We are going to fix all of that on this training tonight. Here's what you're going to discover. The number one thing I did differently from everyone else that caused me to not only have a fantastic voiceover income but also enjoy the most amazing lifestyle.

A lot of you who know me know I spend six weeks a year down in Brazil. I'm about to go there right in a few weeks for my summer trip, it's actually winter down there. The thing that really worked for me was that I actually did the opposite of what most people do when they're trying to get into the business and it worked and I'll be talking about what that was because it can still work today really, really well and we'll talk about how that can work for you. I've also got a formula for finding your best voiceover niche so that you are working in your sweet spot and you're able to identify your unique voiceover advantage that's critical to your success. I'm going to give you that formula tonight.

I'm also going to talk about my strategy for finding the exact right way to showcase your talents. A lot of people are getting this wrong. They just are not promoting themselves properly and we want to do that the right way. We'll talk about that. Then finally the biggest most impactful thing you can do today to transform your voiceover business into a high income, high service money machine while enjoying the relaxed, the stress free, your lifestyle you deserve I mean, hey it's summer right? The weather is gorgeous. I'm looking out the window, it's such a beautiful night.

Well, if you don't know me, if you're new to my list, I want to introduce myself. I'm Susan Berkley, I'm the founder and president of the Great Voice Company, voice of AT and T and Citibank. I have been featured on CNBC, ABC News and in the New York Times and I was the behind the scene presentation skills coach on Donald Trump's Apprentice. I didn't meet him and I'm not going to tell you about my political opinions on tonight's call but that would, I was the behind the scenes coach on that show, season four and the team that I coached actually won The Apprentice that season. I was the former cast member on the Howard Stern Show. What's important is that I am still a full time working voice talent today and I coach and mentor people just like you to get started and enjoy a wonderful career in voiceover.

You see, if you go to greatvoice.com you'll see a lot of the testimonials, five star reviews of our programs and I'm really, really proud about that. Most important I just love to help people and we hear them tell us about how their life has changed by getting into this business. That's all about the transformation that's possible in voiceover. I want to just tell you real quick a few success stories. One of them is a lady named Buffy O’Neill. Now, Buffy is a voice talent that we hire, we work with frequently at my production company, at the Great Voice Company and her story is really interesting. She was a nightclub singer. She had kids and she got into voiceover because obviously working in a
night club and being a mom didn't go together, so this business allowed her to work from home which she did.

She quickly built up a clientele. She has a nanny and during the day, she's got a great home studio, clients all over the country and she can, if she's got something to do with her kids she can pick up early or she can spend the evening with them, whatever it takes. She's doing very, very well. Then there's Captain Pam of captain's voice. She came to my boot camp. She's an airline pilot obviously and she couldn't fly. She had some orthopedic issues that had her taking pain medication, so voiceover seemed really like a great choice for her and with our help and guidance she set up her business. She's doing extremely well. She's doing audio books and all kinds of narrations for companies and commercials. Her name is Captain Pam at captain's voice, you can look her up.

Here's a story that I love. The guy's name is Justin and he's a voice talent who loves to travel. He took a trip to Borneo to look at pygmy elephants and he wrote to me that he was literally doing voiceover for his clients from a hut where they had Internet access. Can you believe that? In the jungles of Borneo and he like me really enjoyed the fact that this is a portable career. You can just literally pack up your laptop and a mic and work from anywhere. I mean obviously needs to be a little soundproof, you need Internet access but you really literally can record from anywhere. When I'm down in Brazil in a few weeks I'm going to continue to work for my clients here in the United States and they won't even know I'm gone. That's how portable this is.

David Brower is another one of our students and he likes to motorcycle ride. He and his wife they have Harleys and they travel all around the country and he'll put his microphone and his laptop on the back of the bike and at night when they land in a motel or wherever they go or hotel, he'll do his voiceover work but during the day he's traveling all over the country. He's from Colorado. Veronica Shay is a voice talent that we use a lot. She also came to one of our boot camps and we got her started in voiceover. What's unique about her is she is fluent in Spanish, so she speaks Spanish like a native although she's American. She actually is doing voiceover work in both English and Spanish. She's like two voice downs in one.

That's something you want to think about if you're bilingual. You can actually double on your work and I know a few people that do that in various languages. Everybody that does this ... Most people are looking for an active, more secure retirement. There's a lot of baby boomers in the business now and it's perfect for them, it's ideal to have a home studio, they have peace of mind and they're living a life where they're enjoying every day. It's really can be a thriving business on the side where you call the shots and a lot of people really. I've been my own boss for 30 years now, so I almost forget what it was like to have a boss like when I worked in radio but it's really fantastic to have that freedom and flexibility.

It's kind of a dream job when you hear your voice on television or radio or friends told you they heard you on an audio book or on a video game. I mean, that is super cool. That's another great benefit to this. Those are all the great things that can happen if you take action but if you don't, you'll have regrets. I think that as we get older having
regrets in life is one of the most painful thing and it's while you still have your health or you can still get out there and move around, this is your time to go and do what you need to do rather than worrying about what might have been or just being really bitter about lost opportunities or being in a space where every day is putting you farther and farther away from your goals instead of closer.

To mention the fact that people have voiceover demos on CD's and they completely miss sending them out. We’re not even using CD’s anymore. Everything is digital. Those kinds of lost opportunities create anxiety during years where you should really be enjoying the good life and makes you feel like you’re losing your autonomy. The kind of voiceover career I have now wasn’t always that way. I used to work in radio like some of you on the call tonight except I had a very interesting radio job. I worked for Shadow Traffic and I was on The Howard Stern show and I got very famous. This is before he went national. He was found in New York and Philadelphia but I wasn’t making any money.

The secret about radio is it pays like kids wages. I was living in New York City and I had to work three day jobs just to make ends meet. I was a waitress which was good cash money but that's not a career for a lot of people. Then I was a telemarketer selling deodorant crystals to funeral homes and then I was working for singing telegram company called Renta Yenta. Now this is New York City, so that's the name of a singing telegram company. When I worked for Renta Yenta one day they said to me, "Okay we've got this job for you" and it's July, it's really hot, it's about 100 degrees in New York City and they said, "You're going to go sing invitations to department store buyers for a Christmas fashion show and here's your costume" and it was an elf costume with a little wool skirt, delt skirt and fur and an iPad and elf shoes and I'm walking along Seventh Avenue stretching down seventh Avenue. It's a 100 degrees outside and I'm like, "Oh man, there's got to be a better way."

I was completely broke. I'm working in radio but I was totally broke and I'm famous but no money, tons of credit card debt, and working these horrible day jobs. I was really like at the bottom of the well. Then one day I did a voiceover job with a male talent and we were leaving and going down to the street in New York and I'm fishing in my pocket for subway tokens but he's getting into a Jaguar Sedan. I said, "You know what is wrong with this picture?" He's obviously getting a lot more work than I am, so I begged him to take me to lunch and he did. I didn't have any money. The guy took me to lunch and at lunch I said, "Bob, listen, what are you doing? You've got to help me. What are you doing that I'm not doing?" He opened up his laptop and he said, "Look, Susan, all of these are my prospects. When I'm not working I'm staying in touch with them and after I do the job for them I stay in touch".

He just basically outlined a marketing plan and like a light bulb went off over my head and I realized that trying to audition just a little bit better than everybody else and spending my day in New York City going around town, going from audition to audition was a dead end. It was an impossible game to win but if I could study sales and marketing and get really good at that, that was completely under my control and I could have some success. That's what I did. I went and I enroll myself in programs for business
owners and I started attending workshops and seminars of entrepreneurs that were teaching sales and marketing and I got really, really good at it. I started to apply it to my voiceover business and things just took off.

Not only did I have a thriving audio production company, a voiceover business, I began teaching in all this and I had a seminar business too. It really was the turning point for me. Tonight the reason that one of things that I'm going to be teaching you tonight, this whole concept of having a voiceover niche is a key marketing concept and we'll get into that and it all stemmed from what happened to me, that turning point all those years ago which was the one moment that was responsible where my career started to take off. I soon had a system that worked, I had to share it, people were struggling. This is why I'm doing this call tonight.

People couldn't get their careers off the ground, a lot of them still can't. People are doing thousands of auditions, hundreds of auditions, they're not working. They're on the pay to play services, the casting sites which listen, I'm not putting them down. I think the casting sites are a great resource for you but if that's the only way you're building your voiceover business, you're in for a lot of frustration. I heard somebody say the other day, $30 million of voiceover work are cast online. I don't know if that's true or not but I do know that there are tens of thousands of people competing for those jobs and there's no guarantee and in a few minutes I'm going to tell you about why running your business just by doing auditions only is the worst thing that you can do.

For those who just joined us, I want to tell you one more time what you'll learn on this call. You're going to learn the one thing I did differently from everyone else that caused me to not only have a fantastic voiceover income but also a great lifestyle and that's the opposite of what most people do. I'm going to share my formula for finding your best voiceover niche so you're working in your sweet spot and I will also reveal my strategy for finding the exact way to showcase your talents and finally the biggest and most impactful thing you can do today to transform your voiceover business into a high income money machine while enjoying a relaxed stress free lifestyle.

We only have a short period of time here tonight and I'm going to be flying through everything. I just want to say then, no matter how fast you take notes because I'm going so fast, you're not going to be able to get it all down, so don't get worried or frustrated. At the end of the call I'm going to be letting you know how you can get a transcript and that's something I'm only offering to people who stay through to the end of the call tonight. How do I know that? Well, I have call logs, so I can tell who's here to the end and if you are, we're going to review it and we'll send you the transcript. You'll have everything that I talk about. My promise to you is that I'm going to teach you as much as I can in the limited time we have together.

You know I offer high content stuff if you've been to any of my trainings before. When I'm done I'm going to promise to show you how to take it further and get more. Fair enough? Okay. Let's get going with the number one thing I did differently than everyone else and that was I built a business in a niche where I didn't have to audition. That niche for me has been in areas telephony, IVR which is the voice prompt niche. There's
actually millions that work with business in that niche and rarely do they ever hold auditions for it. This was not deliberate when I started but I kind of stumbled into it and then I realized, hey I'm not auditioning, I can deal directly with the customers and it just grew and grew and grew. That was like 30 years ago and that became not only the voice at AT and T and Citibank and I'm still working for Citibank today and I'd almost daily basis but I have hundreds of other customers in that particular niche too. It's been fantastic.

Look, I'm not saying not to audition because I do too. I have a lot of agents. I audition almost every day but I make sure that the bulk of my marketing energy goes into working in niches where you don't have to audition. Let me tell you why. Well, I want to tell you the story. One day an agent of mine gives me a call and he says, "I'm sending you on an audition for Estee Lauder." Estee Lauder is the cosmetic company, if you don't know. He said, "If you get this, it's a six figure contract" and I said, "Oh well, thanks for calming me down. My hands were shaking so badly." Then he said, "Well, not only are you auditioning for this but so is Carrie Fisher the actress."

Now, this was not the drug that Carrie Fisher at the depths of her depression and drug use. No, she just completed Star Wars and she was at the height of her career and here I was competing with Princess Leia for a voiceover job. I was really nervous. What are the odds of booking a job like that? Well, by the way neither Carrie Fisher nor I got that Estee Lauder gig but these days, in addition to auditioning against other voice talent, you're also auditioning against Hollywood actors who you hear all the time doing spots and you know who they are. You're auditioning against big name voice talent.

You might be auditioning against my friend Rodney Saulsberry who has written many books about voiceover. He's a terrific actor. He's really, really good and he's out in Los Angeles and he keeps a microphone and a laptop in his trunk in case he gets an audition when he's stuck in traffic in LA. He just pulls behind a warehouse and records the audition and that's how committed these people are about getting the gig. That's who you're up against. Here's what I want you to circle on your handout and write this down. The one thing I did differently was I chose a niche where you don't have to audition and number two, and audition is not a job. Would you please circle that, and audition is not a job.

I know it sounds obvious but a lot of people seem to miss that point in that they get all excited that they have an audition and it makes their day, makes their week, makes their month, but they just they're not putting any energy to tweak something that's going to give them money, so an audition is not a job. Some people think they're in business just because they're auditioning and you're not in business until you have a customer. Here's the good news, if you're auditioning a lot and you're not booking it's not your fault and I have to say that to you. There's nothing wrong with your voice or your talent or your voice acting ability. You had no idea you were playing a game you can't win and nobody told you this until me tonight.

Why can't you win at the audition voiceover business model? Why can't you win big in those pay to play sites? The reason is because it's a crap-shoot. Now you might get
some great jobs in there but it's very, very difficult to sustain a long term career. Your chances of booking are diminished because the numbers are not on your side with all those home studios and all the digital technology. It's easier and faster than ever for voice talent to audition and it's easier and faster than ever for voice buyers, the people that hire us to listen to as many as 50, 100 people or more for every job and these are almost impossible odds.

Yet even though the odds are stacked against them, when people don't book it gets even worse. They start to doubt their own talent and lose their self-esteem. That's when you have people doing hundreds. Or somebody said to me the other day they did a thousand auditions and didn't book anything and they were leaving the business putting their microphone on e-bay. That's really crazy because it's a business model that doesn't work. Now, I'm not saying ... Again I just want to reiterate just stop auditioning altogether, I auditioned every day but in my mind I think of it like winning the lottery. I play because every now and then I book something.

The one niche where you audition a lot is the commercial niche. Some of those jobs could be high ticket and you could, I'm looking when one of my agents sends me commercials to audition for I see there are $2,000, $4,000, hey that's worth an audition but here's how I do it. Here is the way I want you to think about auditions because I want you to keep doing it but I also want you to build your business in other ways and I'm going to talk about that in a second. I want you to think about auditioning like a Facebook. When I audition I spend no more than 15 to 20 minutes. Maybe you're one of those people spending hours online on Facebook you shouldn't be. I just get my auditions out the door and I forget about them. Then I go on talking to other prospects where the odds are in my favor and I'm going to talk about that in a minute. To be this successful in voiceover it's kind of like an investment portfolio.

Here's the next point. You must diversify your marketing. Turn your handout, to be truly successful you must diversify your marketing. Let me go through that. I chose a niche where you don't have to audition which for me is telephony and there are other niches out there too that where you're not auditioning and audition is not a job. To be successful you must diversify your marketing. You have to get different sources of leads and that's what I did different than everybody else. A lead is a prospect. A lead is a potential customer. Take a sip of water here, hold on. Yup. I searched out niches where they rarely run auditions. They cast you right off your demo and the voice buyers are easy to meet and get to know you. Won't that be great? We're going to talk about this niches in a second.

Wherever possible you want to find customers who hire you right from your demo that way without auditions and when they need a talented professional they call you and they don't even consider anyone else. By the way if you're feeling a little confused and overwhelmed about where you're going to find these customers, don't worry because I have a terrific resource for helping you with just that and I'm going to walk you through it step by step before we finish our training tonight. The next thing I want to share with you is my next point which is my super simple formula for finding your best voiceover niche including those niches where you don't have to audition so you are working in
your sweet spot, able to identify your voiceover advantage and I call that your UVA, your unique voiceover advantage.

Here's the four step formula that I use and I'm going to walk you through this step by step and take a look at point number two on your handout. The first thing I want you to do is identify your natural voice quality and the niches that it favors. Now your voice quality, you might need a little help with somebody else telling you what that is but kind of like a voice archetype. Some voice qualities are a little rough, blue collar ish, others are warm yet authoritative, others are the real sounding and on and on and on. Some are quirky. If you've got a quirky voice type, an unusual voice type, it's probably not the best one for corporate work but it might be great for video games or commercials. If you have a warm yet authoritative voice, it's fantastic for corporate work, it's pretty versatile type of voice. You need to identify your natural voice quality and the niches that it favors.

The second is rate your reading skills. Now, some voice types, I'm sorry, some types of voiceovers require a lot of reading. Those will be long form narrations, audio books. Others are shorter like commercials or video games. If you're one of those people that is not a fluent reader meaning you break down a lot or maybe you're a little dyslexic, don't choose a niche where there's a lot of copy but if you are a fluent reader, have at it. Audio books is a huge market today and of course obviously if you read well it's terrific for you.

The third thing you want to rate is your, how much acting training you've had and if you have any experience. Now you don't need that. When I started voiceover I had no acting training, came from a radio background. If you do have it, it is an asset. It is great for the commercials niche, it's great for the audio book niche. What I'm hoping that you'll do right now is kind of take a look at those and give yourself on a one to five, like if your reading skills are really excellent, give yourself a five, if they're not so great, it maybe a one or two. Same with acting training.

You know acting training is really a leg up for video games and for audio books. Then finally you're going to identify your unique life experience. I talk to people sometimes and they're like, "Oh I don't know what my engineer chiz and they go, but I have security clearance." I'm like, "Are you kidding? That's very expensive." It's such a unique, thing maybe they were in the military. What you would want to do is go right to the government and promote yourself for training videos that require security clearance like with the military.

Take a look, if you've work in the medical field. Can you comfortably pronounce those big words? Well, medical narrations will be natural for you. Do you speak another language like a native? We talked about Veronica who's fluent in Spanish. I had a student recently who was a police officer. We groomed her to do security training. I really love it when my students go and they ... You know, you've built your career. It's taken you 30 years, 20 years whatever you've been doing professionally. Let's see if we can parlay that into one of the voiceover niches for you.
What you're going to do to find your niche. The four steps are number one, identify your natural voice quality and pick a niche where that voice quality will be appreciated. Number two, you're going to rate your reading skills. Pick a niche where if you are a fluent reader that will be a plus for you or if not choose a niche where the scripts are shorter. Do you have acting training or experience? Pick a niche where that will be appreciated as well. What are your unique life experiences that you bring to the table and where can we deploy those. Next point is my strategy for finding me exact right way to showcase your talent.

Now, I see people struggling with this. This is where we get into the marketing part of it. One of the things that people, one of the place where I see people go wrong is with their website. The first thing that they do is they take too long to get that website up there. Then the second thing they do is they'll spend way too much money. Under websites, write this down and it's on your handout, avoid movie star website under number three. Avoid movie star websites. What is a movie star website? A movie star website is when you go, now you're in voiceover and you see a photograph of the talent. Their hair looks fabulous and they're perfectly made up and this website says, "Welcome to my website voice of Joe Smith". To a customer that means nothing. You're not speaking their language. Its just another talent. You're positioning yourself as a commodity. If a movie star website isn't good, what is a good website? A good website is one that is appropriate for the niche.

Now, one of the people that does that the best that I've ever seen is a voice talent named Bob Jump J-U-M-P. Bob is in the political voiceover niche. He's very busy now in the political season. When you go to his website at bobjump.com, you will see everything geared toward politics. He works for the Republicans and that's the other thing you have to choose if you're getting in the political voiceover. He's a Republican but and all everything on his side it's all about doing voiceovers for people in the Republican Party. It's so specific, it's not about him. It's about his customers.

That's a great example of a non-movie star customer centric website. You don't need to spend a lot of money on this site. There are new things out there, correctwicks.com. I saw somebody sent me a link today that their site that they did up looks fantastic. The other thing you'll need under three is short niche demos. Now there are 14 niche markets that I've identified. I'm not saying you need 14 demos. You might want to, there's like three really top niches which we'll talk about in a second. You might want to do a demo for each on those.

These don't have to be long. They can be short, they can be 60 seconds long. Put a few of them up there. Just stack them on the website and I use sound cloud as my the player for my demo, so it's free. The other thing you want to do is speak their language. Now what do I mean by that? You want to refer to your customers the way they refer to themselves. For E-learning it's instructional designers that are hiring you. They're called instructional designers. That's how you will find them online. In IVR, interactive voice response voice prompts you're dealing with people who call themselves developers. These are geeks.
These are technology geeks that are putting both systems together. They are not casting people, they're not producers, they are computer nerds. If you're in advertising you're dealing with creative directors. You're dealing with copy writers, you're dealing with producers. Take some time to get to know your customer, get to know the market and speak their language. To recap you just learned the one thing I did differently from everyone else which is to build my business and put most of my marketing efforts into a niche where you didn't have to audition.

I gave you the formula for finding your best voiceover niche so that you're working in your sweet spot. We talked about how to showcase your talents and the best kind of website to have. Now, I'm going to share with you the biggest most impactful thing you can do today to transform your voiceover business into a money machine while enjoying the relaxed, stress free lifestyle you deserve. It is my VO-niche-mastery voiceover training. I want you to go over to voniche.com. That's spelled V-O-N-I-C-H-E.com.

If you just click my video, it'll start playing, just click it and I'll stop. This training is right for anyone with a great voice looking to get started in voiceover the right way. It's ideal for veterans looking to jump start and start career or take their business to the next level. Here's what you get in this program. There are three jam packed content filled tele-training calls plus a live Q and A call. I'm going to give you every insider's secret as I introduce you to the three top voiceover niches.

I tell you how to mine them, how do you find the one that's right for you so you can grow your business, expand your income and enjoy a great life behind the mic. Now, before I get into the program, I want to tell you who this is not for. It is not for get rich quick dreamers who want overnight results. It's not for people who are not willing to work hard at growing their own voiceover business. It is not for people who think they know it all and can't take direction. It's not for people who are not willing to grow by investing in themselves and their career. It's not for scene stealers who need to be the center of attention who will disrupt the class.

Let me tell you what I've got. This is a step by step niche mastery system especially for voiceover beginners. It's the same system I followed to grow my voiceover business from tiny and struggling to abundant and vibrantly successful. More important, I built this thing to help you get the confidence to know that no matter what happens in the economy, no matter what happens in the world, you have the resources and know how to do useful meaningful work and take care of yourself and those you love, so you are living a life with no regrets where you can share your talents at the highest possible level.

This blessings come from learning what I want to teach you how to do right now. The best part of being a voiceover artist is getting steward to love. I live in a beautiful place. I have no stress about how to pay for it. I spend two months a year in Brazil with my friends. I have vibrant health thank God because I have a balanced happy life where I feel fulfilled and my stress level is way down and I have totally exciting plans for the future. The future of my company, the years ahead of my life and I'm so stoked every
single day that I go to work.

I can't wait to get up in the morning. I'm sad because so many wonderful people out there are still frustrated and trapped. They're struggling and they have dreams they just can't seem to fulfill. What we've got coming up just around the corner starting next week is an in-depth comprehensive training I developed called VO-niche-mastery. If you're online feel free to hop over to the page we put up about this class. It's voniche.com, V-O-N-I-C-H-E.com. Just click the video when you get there and I'll stop talking. You should come back and watch it later.

What this is, is I'm going to take you by the hand, we're going to walk together so you could be laser focused on building the six figure voiceover business of your dreams. Even a money hobby or part time business on the side with great clients who will hire you to work with you again and again. We're going to take this training I'm giving you tonight. I'm not just going to repeat in the class but we're going to take it a lot further. I'm going to show you how you can easily select your best possible niche. I'm going to teach you exactly what a niche is, what it's not, how to target your best voiceover clients for your signature sound because the whole thing starts right there.

I'm going to show you how my team helped Dorian Taylor a Southern California book her first voiceover job as the voice of a video that will introduce a new cell imaging instrument. This is the medical niche to people around the world and then she booked a national commercial for a computer operating system. I'm going to show you how we helped Tim Nelson of Seattle get two jobs from Mercedes Benz. Jeff Dumont to [inaudible 00:40:58] a book of video for Agreco. Tom Manning of New Jersey who booked a couple of corporate spots and his first audio book and Kathy Hope of North Carolina who booked a couple of corporate spots and his first audio book and Kathy Hope of North Carolina who grew her already successful voiceover business and did a large project for Expedia the travel company, where they paid her over and above what she expected more than she ask for.

I'm also going to show you how in my own career working in a niche I turned a $350 job into seven figures of repeat business. This still blows my mind when I think about it. Let me tell you about why this is especially important for beginners. Because the old model of training, plus demo, plus agent, plus marketing no longer works. People have the mindset, "I'm going to get my training, then I'll do my demo, then maybe I'll get an agent, I'll do some auditions. I'll do some marketing" but that rarely works to get you the results you want.

Look, I have known as being a voiceover innovator. I was the first to teach by tele-seminar and now everyone's doing it. I was the first to teach people, to bring people in the studio for intensive boot camp and now people are trying to copy that too. Now I'm the first to turn the entire voiceover marketing model on its head because what I believe in is that people should actually select their niche from the beginning before they even do their demo. Now why do I do this? Because it works.

The fastest, it's the fastest most effective way to get started in voiceover. To have a career where you are the logical best choice and you're almost a category of one. Before
our students even begin their training, before they do their demo, before they put up their website, we sit them down, we analyze their signature sound, we strategize with them and help them pick their niche. It's not set in stone of course. You might have several niches you market too but it really helps people focus their marketing efforts to achieve success.

Let me walk you through my brand new tele-training which is called voice over niche mastery, how to find riches in voiceover niches. First who's this for? Well, this field niche mastery training is right for new beginners looking to get started in voiceover the right way. It's also ideal for voiceover veterans looking to jump start a stall career or take an existing business to the next level. As you know, I've identified 14 voiceover niches everything from medical narration, to video games, the political ads and more. It can be overwhelming and confusing trying to discover where you fit in. Frankly, beginners should avoid most of those niches or risk getting stuck.

The good news is there's three solid niches that I believe everyone should explore and where I believe you'll have the best opportunity to work and those are broadcast advertising which is good old traditional TV and radio, audio books and e-learning. Again, broadcast advertising which are TV and radio ads, audio-books and e-learning. I mean, every week I get notices from people telling me they're booking audio-books. It is booming and I'm going to be covering each in great detail in the training program, so here's what happens.

First class is this coming Thursday June 16th. It is an intro to niche marketing and broadcast commercials which is the classic voiceover niche and if you can't make that class everything’s being recorded and transcribed. We're going to talk about how to find the voiceover niche that's right for you, why the broadcast niche is one of the strongest niches and we'll continue to be so in the foreseeable future, why almost everyone should have a commercial demo. Unique commercial demo ideas that will help yours break through the clutter.

Key differences between TV and radio voiceovers and how to audition for each. From agents to creative who hires you and who you need to know. Inside the commercial voice buyer mindset, what motivates them, why they buy. The 11 commercial voice acting styles, which one is best for you. The key differences between local, regional and national voiceovers and how to set your rate card for each should you join the union. How to find the best commercial voice buyers and much, much more. That's class one.

Class two is the following week, that's Thursday June 23rd and that's the audio books niche. There, you're going to discover why audiobooks are one of the fastest growing niches and voiceover today and how to cash in on this growing trend. Online opportunities for promoting your audio book narration skills. How to know if you're uniquely suited to be an audio book narrator. Niches within niches, the different types of audio books and which sub-niche may be best for you. How to find the best audio book voice buyers.

The difference between major and independent publishers and the voice talent they
hire. Considerations for lengthy audio book recording session. How to avoid tedious and time consuming editing and find affordable freelance audio engineers to help you out. How to price your audio book narration services. Home studio tips for audio book narrators. How audio book demos are uniquely different and the key audio book styles you should showcase on yours and much more.

The third Class on June the 30th we're doing e-learning. You'll discover why this niche is the fastest growing and one of the most profitable niches in voiceover today. How to find the industry players and talk their language. The two surprising and so much shocking things you need to know to become a preferred e-learning voice talent. What should be on your e-learning demo. How to showcase your services. How to handle lengthy e-learning recording sessions. Narration techniques for keeping the attention of the most distracted listeners. How to price your e-learning services, home recording needs for each e-learning narrators. Opportunities with overseas vendors. Yes you might actually outsource your voice to India. I know people that do that.

Then the last class is on Wednesday July 27th. It is a live Q and A call. All these classes from eight to nine eastern, but everything is recorded and transcribed so you won't miss a thing. Now, I've got bonuses for you. If you register by Monday you will get instant access to the mp3 recordings and transcripts and handouts for these three additional niches. The IVR voice prompt niche. This is my niche and I am revealing everything. How to build your business here. Could you be the voice of reverse 911. That's just the start. The five types of IVR customers and how to find them. IVR again is Interactive Voice Response or voice prompt. Why voice prompt is not just press one anymore, this is the real voice acting job and I'll explain it. The 14 must have qualities of a successful IVR voice talent. Could this be your money niche? Learn how it's possible. Why IVR is the perfect niche for non-native speakers and how to make the most of your language skills.

Sixty one key things your IVR customers will care about and how to talk their language and how to make sure your home studio is IVR-ready because it's not the same as commercial. There are some things you need to know. The second bonus is the medical narration niche. Now these are, these niches are absolutely booming. There are two styles of medical narration and why you must master them both. More than a dozen types of the narrations. Do you know what they are? The 15 must have qualities of a successful medical narrator. The number one skill of a successful medical narrator and it’s not pronunciation.

What to do about all these difficult words, my very best tips for saying them right. How to be a successful voiceover MD with no risk of mal-practice. How to find the best voice buyers for medical narrations and what to charge for your medical narration work. Then the third class will be the bonus class will be the video game niche, another huge niche. It is a multi billion dollar niche. For this call I actually brought Michelle Knotz on the line with me. She is one of the voice of the Pokemon. She is a very popular video game narrator today.

It's me and her talking about the video game niche and you'll learn about why it's not
just shoot them ups anymore. Maybe you will be shocked about what they're making into video games these days. Seven qualities of the successful video game voice talent, demo tips, five unusual places to find work in video games. Best place to find video game voice buyers and the one video game trade show you must not miss and want to charge for video game.

If you're new, this is the perfect time to lock in your niche. You actually have an advantage. You're going to save yourself years of trial and error frustration because you will have this information now before you launch your business and you won't waste time or money on strategies that won't work. You're going to learn from someone who has the proven plan you can model that would be me and the best ways to do this right. If you're a veteran even better. I know there's a lot of people that are not enjoying the income and success that they hope for and it could be because you're trying to do what you've always done expecting different results.

Let me talk to you a little bit about some rates paid for recent voiceovers just to put this in perspective. This is from my own career and what my colleagues have told me. A 20 page non-broadcast corporate narration non-union 750 bucks. A local 60 second radio spot in a small market $75. Three page non-broadcast training narration $500. The voice of Christmas decorations for rich guy in Florida $350. Audio book rate per finished hour would be $150 to $300 per finished hour and it's 68 hours per book and sometimes you can do a deal with the publisher to get a percentage of sales. A one hour e-learning narration finished audio $1200. A huge e-learning project that took a year to record from home $90,000 took a whole year to record. Four page medical narration $750. A video-game residual check paid to a union voice talent $100,000. Eighty page business e-book for a financial advisor, $4,500. A large text to speech application for IBM $10,000.

Look, this is not typical but it is these are actual numbers that I from my own career or my colleagues or from our students. Again I'm not promising anything. People, you have to work hard to make this happen for you, but the money in voiceover is really made in repeat business. One of my customers started a $350 job with over $1.2 million over 12 years. That's one customer. The repeat business is where you make money in voiceover. If you're working, you're trying to audition and you can even follow up with people after you do the audition, it's almost impossible to grow that kind of business.

When you market yourself the right way, you could have customers for life. We have customers would have 5, 10, 15, 20 and then that becomes serious lifestyle money. It becomes a real business. Now let's talk about your investment in this progress. Some of you know we are the nexus of voiceover training in our top level, 12 month ultimate voiceover success, private mentor program is as much as $10,000.

Our flagship voiceover boot-camp recording studio immersion experience is $1,500. Because I want to make this easy for you and I want to show you how much I love you for following me and for subscribing to my easing, you are not going to pay $1,500 or even a $1000 for this training. In fact, you're not even going to pay $500. For a limited
time your investment in my four session, VO-niche-mastery tele-training with all the bonuses is only $347. If you pay in full or two easy monthly payments of $197 and we start next week.

Here's my guarantee. If for some reason you're not 100% satisfied with the VO-niche-mastery, just let us know you'd like a refund by midnight of the evening of the first call and we will give you a full refund. No questions asked. Now, one thing I always like to do is reward those people who take fast action and invest in themselves today. I like to reward them because being decisive is one of the most important skills you need to become successful in voiceover and in life. It's absolutely a skill you can and should cultivate.

That's why I am offering a fast mover bonus when you sign up for VO-niche-mastery today. Get ready to take action and here's that bonus. Number one, if you're one of the first 27 people to register, you will receive a certificate for a comprehensive assessment of your best voiceover niche from me. We're going to send to you a questionnaire which you'll return with an mp3 recording of your voice of up to a minute long and I will personally get back to you with a comprehensive, written assessment and it's got a value of like $600,000. I'm going to listen and I'm going to make suggestions about which niche is right for you. That's for the first 27 people that order right now.

Then we have another bonus for you right now which is, if you're one of the first 100 people to enroll in VO-niche-mastery and that is a special interview I did with producer Adriana Davis of a niche. He did in opportunities in corporate compliance. Now this is a very special legal voiceover niche. Adriana does a lot of work in this area and she actually even hires talent and is always looking for new voices. Just think of this as legal voiceover, voiceover for court, voiceover for attorneys that need a lot recorded and I will, you'll get that special interview if you're one of the first 100 people at voniche.com.

Right now I want you to imagine living a life you love, your new home-based career behind the mic. You're calling the shots every day is a new adventure. You have confidence, you have independence, you have security and if you're ready to join me now and get those two fast mover bonuses head on over to voniche.com, that's V-O-N-I-C-H-E.com. I want to leave you with this one thought. If you've been on the outside, if you've been pressing your nose against either the last let, this be the time you invest in you.

I just made you an amazing offer, only $347. We're going ... I'm going to give you six niches and like in-depth detail with these two great fast mover bonuses and this is me doing everything I can, short of coming to your home, holding your hand and doing this for you. You know I'm very thorough and I cross every T and dot, every I, and this training is no different with the audio, with the transcript you're going to get it all plus the Q and A call.

If it's a yes, go right ahead to voniche.com. Choose the payment option that works for you and if you're paying in full it's $347 and save the money or do two monthly installments at $197. We're going to start next week and if it's not right for you that's
okay. I'm not going to un-subscribe you. You can still get my blog every week and we still love you. Because you stayed to the end we’re going to take a look at our call logs.

Just check your inbox in the next few days. We're going to get this call transcribed and we're going to send it out to you. That's voniche.com, V-O-N-I-C-. Quite a few people ordering that right now, thank you all so much and we're going to have a ball. We start next Thursday night and I congratulate you for taking action. I'm Susan Berkley. Have a great summer. Here's to your voiceover success, goodnight.