

Introduction

A brief disclaimer:

I am an equal opportunity writer. So, for the purposes of fairness, I will alternate pronouns throughout this book in order to create an atmosphere that reflects reality.

If you bought this book, it's hard to imagine that you've never heard of voice-overs as another lucrative arm of show business—and I do mean *business*—notice it's not called show *art*! However, for the few of you out there who have no idea of what a voice-over is, here's a three-line definition:

In a TV commercial, it is the voice you hear NOT the person you see. In radio, well since you don't see anyone, it's just the voice you hear.

The Business of voice-overs has been around long before me—and that’s a long time. Since writing my first book, “Take It From The Top!, How To Earn Your Living In Radio & TV Voice-Overs,” the basics haven’t changed—you still have to know the ins and outs of the industry, you have to be really good AND you still need a competitive demo reel. Notice I didn’t say “demo CD.” Although the technology has progressed, it’s still referred to as a demo reel—that hasn’t changed.

But here’s what has changed... we now work mainly from the Internet. Before the Net, you were only able to work in your local market.

For the most part, you had to be in one of the governing unions (such as SAG or AFTRA), you had to be represented by an agent and of course you had to show up, in person, at the audition site.

The Internet has completely changed all that.

It has opened the doors to job opportunities for everyone—no matter where you happen to live. You don’t *have* to be in a union, you don’t *need* an agent and, get this: You audition at home from your home recording studio set up!

Well, that’s the good news. What’s not so good is that the Internet has also opened the door to some people whose qualifications are less than credible.

I'm hoping that this book, along with my website (www.takeitfromthetop.com) gives you enough solid information—to help you make intelligent, thoughtful choices.

1 Getting Started

In order to properly market yourself on the web, you will need the following:

- Computer and printer
- Internet capabilities (It's suggested you have high-speed cable or DSL)
- Home studio setup (covered in detail later)
- A competitive demo reel sitting on your hard drive (also a topic covered later)
- And, above all, a marketing plan—a strategy

Every exhibit in this book is merely a sample of what is available. You are only limited by your stick-to-it-iveness and your imagination. But remember, with all the benefits the web affords, there are these words of caution:

Research wisely. Ask questions. COMPARE!

Also, rely on your common sense and your instincts—they'll never fail you. If it doesn't feel right, it probably isn't. If you're not sure, shoot me an e-mail (alice@takeitfromthetop.com).