

EXCELLENT

The Talent Company

I've Been Told I Have Nice Voice - So Will I Make Money?

There is a huge difference between people who have a nice voice, read aloud well or whose friends tell them that they ought to do voice-overs - and a professional voice artist. Professionals understand that the smallest alteration in inflection can make the difference between success and failure; they understand why the client or director needs a particular style of read or performance. They appreciate the need to save time and know how to fit a forty second script into thirty seconds without it sounding like a machine gun.

Good voices develop a sense of timing in their heads. They can see a written script and tell you exactly how long it will take at an average read. They can sight-read to time without looking at the studio clock. They know how a scriptwriter's mind works, how to get inside a script, and what to bring out, without having to have it spelled out for them. They can lift the words off the page and take ownership of them, even though they didn't write them.

The voice is a muscle and just like any other muscle in the human body it needs to be regularly exercised. Professional voice-overs are the top athletes of the vocal world, and as such they are in regular training every day as they step in and out of studios on a regular basis. You wouldn't expect to run the 100 metres in a time that could rival an Olympic athlete – any more than you should expect to walk into the v/o world and have a professional career in a matter of days.

This doesn't mean to say that new voices don't turn up on the circuit - but it does explain why so few really make it - they've got to be very, very good.

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