



# THE BEST SOCIAL MEDIA VOICEOVER GIGS

# SEARCH PLATFORM STRATEGY

## #1 - SOCIAL MEDIA

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### ○ LinkedIn



A great way to find and connect with potential voice-over clients is on LinkedIn, the business social network where you showcase your professional abilities and work experience, linking with potential voiceover clients and other professionals who can help you grow your business!

Here's how to get voice-over work through LinkedIn:

#### **STEP 1: CREATE A PROFESSIONAL PROFILE**

'Professional' is the key here, and remember that you're trying to draw the interest of potential clients, not make new friends!

There are some great resources out there for writing your LinkedIn profile in the best way, here's one of them:

<https://www.forbes.com/sites/carolinecenizalevine/2017/12/11/ten-ways-to-make-your-linkedin-profile-attractive-to-recruiters/#377d22de7342>

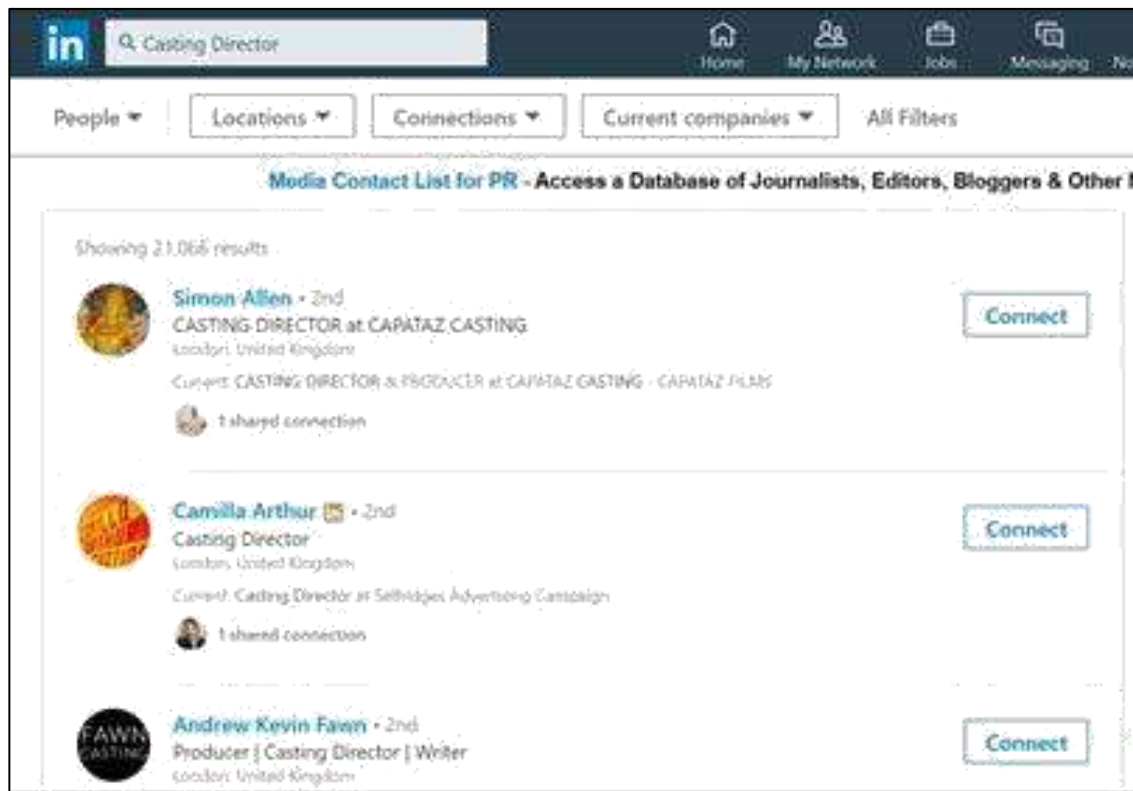
and some general tips include using a professional, friendly picture (no party shots here please!), describe exactly what you do for clients, and complete all the sections with the relevant details.

## **STEP 2: FIND POTENTIAL CLIENTS**

First, you'll need to identify potential clients, whether that's in the particular industry or niche you specialize in, or by their job title.

Let's think about finding video producers, for example.

Simply search for that job role in the search bar, and a list will come up.



Once you've found potential clients, all you need to do is send a connection request by selecting 'connect' to the right of their name, or on their full profile.

As LinkedIn tells you itself, members are more likely to accept invitations that include a personal note, so I'd recommend doing just that.



Since videos and voice-over go hand in hand, what if there was a way to find the people who create videos and sell them your voice-over services?

Oh wait. **There IS!**

YouTube has over 400 hours of video uploaded every minute! Sure some are cute cat videos but businesses are uploading marketing videos too.

Use YouTube to look for businesses creating content without voice-over.

Here's how to use YouTube to find voice-over work:

### **STEP 1: NARROW IT DOWN**

400 hours of video every minute is a lot to search through. So your first step is to search for something you're interested in.

It can be **anything!**

**TIP:** When you set out to search for a YouTube video in need of voice-over you may draw a blank on what exactly to search for. Sometimes it's best to just know how to do this technique and use it during your normal video watching life.

When you find a video that doesn't have voice-over that would be much better if it did – this is when you can pull out this strategy

For example, say you were researching gutters and you found this video:  
<https://www.youtube.com/watch?v=MCI09ZwUfcg>



It has a logo, intro and outro animation, and music...

...but **no voice-over!**

You'll also see they have over 30,000 subscribers:



That's a nice sized audience!

Now click the channel name for a list of their videos and you'll see how often they upload a video:



If they haven't uploaded a video within the last 4 months or so, move on.

## **STEP 2: REACH OUT TO THE YOUTUBER**

Now it's time to reach out to the owner of the YouTube channel.

It's important that you research the business, know what they do, who to contact, where they are located...etc.

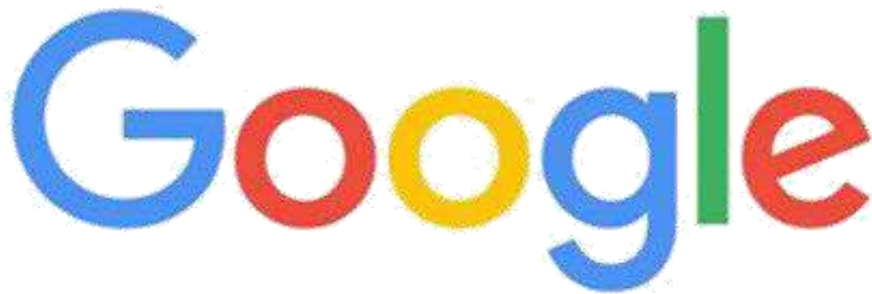
Click the "About" tab and you'll get a load of information. You can use the "Send Message" button to send a message directly through YouTube or they'll usually have a website listed.

Go to their website and contact them that way.

Whichever way you choose to contact them, keep your message short, don't include any links or it'll be considered spam, be honest about how you found them and try to build a relationship.

You'll have a better chance of getting a voice-over job and possibly on-going voiceover work.

## **○ Build Your Voice-Over Client Base Using Google**



There isn't much you can't find on Google...

...including **voice-over work**.

In fact, many voice actors have built a strong voice-over business using this technique alone.

You just got to know how.

Here's how you can find voice-over work using Google:

### **STEP 1: SEARCH FOR CLIENTS**

First, head to Google and think about a specific type of client based on your voice-over niche (i.e. video game company, animation business, explainer video production company, etc.).

The hard part is that some businesses use slightly different keywords to describe similar services.

For example, one prospect may use the description of an "animation company" while another may say they're a "motion graphics studio".

Once you've got the voice-over niche you want to search, now it's time to narrow your search down to a nearby location.

One of the great things about working from home as a voice actor is that you can work from anywhere. That said though, there may not be an animation studio or video production company in your area.

If this is the case, use the largest city within 2 hours from where you are located. So your search in Google will look something like this “type of client” + location:



**128,000 results** of prospects! Sounds promising.

**TIP:** NEVER click on an AD in the search results when you're searching for clients. These advertisers are paying to find clients. If you click the ad you'll cost them money and that is not how you want to start a relationship.

## **STEP 2: LEARN ABOUT THE VOICE-OVER PROSPECT**

Click on an organic result (avoid the ads), visit the site and read up on the prospect. This is where you need to take the time to research, check out their portfolio and learn exactly what they do.

**Ask yourself:** Could my voice-over add value to the work this company is doing?

## **STEP 3: INTRODUCE YOURSELF**

If it's a good match for you, it's time to reach out. There's a right way and a wrong way to reach out to a potential voice-over client.



### Here's what NOT to do:

Don't just jump to the contact page, copy the email address and send some long generic email with your demos attached

People won't take the time to read a long, unsolicited email with large audio files attached. Never assume a prospect wants to hear your demo.

They didn't ask for the email or your demo and most likely aren't going to be impressed with you junking up their inbox.

Your email will come off as **spammy**.

They'll be instantly **annoyed** that you wasted their time trying to sell them something.

That is not the first impression you want to have with a potential client.

You want to **build a relationship** with them. So before you reach out to them, look them up on social media, follow them, like them, read and make comments on their blog. This will help open the door to a relationship with the company. It shows you know what they're about.

When the timing is right reach out to the prospect using email or social media. Here's a formula to keep in mind when contacting a prospect:

- **Use the person's name in the message.** If the best greeting you can come up with is "To Whom It Concern", then you need to do more research to find out who is the best person to contact.
- **Keep your message short.** Clients are busy so get to the point quickly in 2-3 sentences at most.
- **Don't make it about you, make it about them.** The message shouldn't be about what you want, it should be about what the client wants.
- **Ask before sending your demo.** Don't attach your demo or a link to a demo until you ask if the client is interested. When you ask someone if you can send them a demo it shows that you value their time.

It will take time and effort but it's a great way to build your client base.

**○ Find Voice-Over Work with Hashtags on Twitter**



Finding voice-over work on Twitter is easy for two reasons:

One: people love to tweet about what they're doing, projects they're working on and things they are looking for. They even use hashtags which help organize all that data.

And two: Twitter makes it simple to find and connect with those people.

Here's how to get voice-over work with Twitter:

### **STEP 1: SEARCH TWITTER**

Sure – you can use the toolbar search field for quick searches but by using Twitter's advanced search page you can get more detailed results. The advanced search page allows you to search by words, phrases, hashtags, dates and even location.

Here are a few examples of searches to do on Twitter to find voice-over work...

You can search a general hashtag like [#voiceoverjob](#) or search a phrase that goes along with your niche of voice-over like "audio book narrator" or use it to find clients with a phrase like "video production company".

### **STEP 2: SCAN THE RESULTS**

Your search will most likely bring back massive results which you'll need to sort through.

Then you'll find something like...



### **STEP 3: CONNECT**

Now you just need to make contact with the user to discuss the job or potential for future voice-over work.

Easy right?

At 500 million tweets per day, things are always changing. So you'll want to check back often to find the newly posted voice-over opportunities.

One thing I love is when someone gives away valuable information you can easily use to succeed.

Gary Terzza of VOMasterClass does exactly that with his G+ collection called "Latest Voice-Over Jobs".

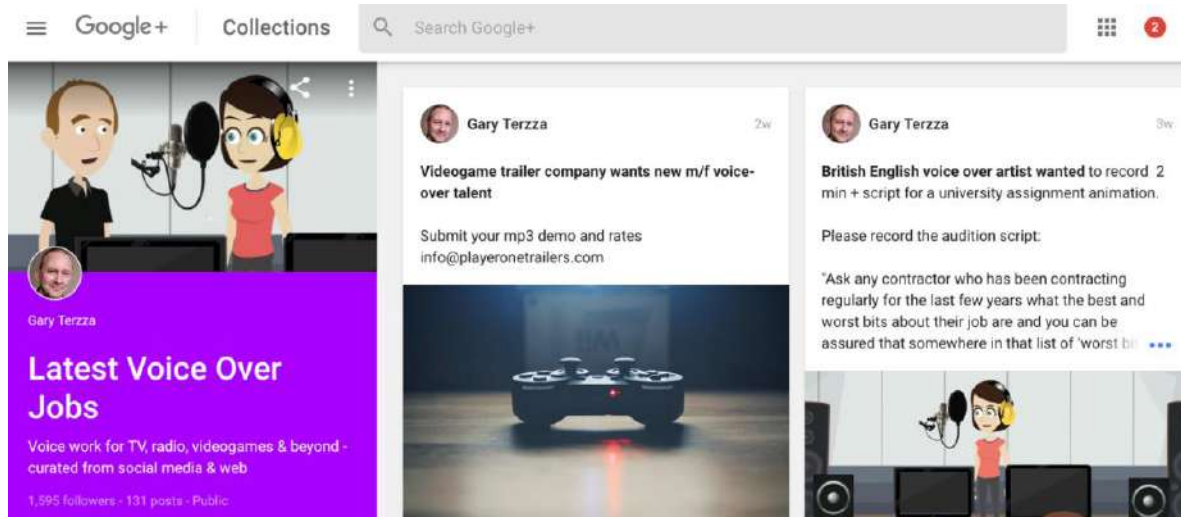
It's just what it sounds like.

Here's how you can get voice-over work thanks to Gary:

### **STEP 1: VIEW THE LATEST VOICE-OVER JOBS**

You can see Gary's collection of the latest voice-over jobs here:

<https://plus.google.com/collection/0gbDx>



I also recommend you follow him on social media in order to get updates.

You'll find all kinds of jobs posted along with details and instructions on who to contact.

## **STEP 2: REACH OUT**

If you find a job you're interested in just follow the instructions on who to contact.

Simple!

