

How do you start putting yourself
out there as a voice talent?

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Consider the following five questions...

Do I have the right voice for voiceover?

Do I need a demo?

What are my voiceover niches?

Do I need a home studio straight away?

How do I actually find voiceover work?

1

Do I have the right voice for voiceover?

One of the biggest misconceptions about voiceover is that you need to have a naturally deep, silky, 'radio voice to make it in the industry.

You don't.

Voiceover encompasses an enormous range of voices, ages, accents, personalities and styles. Think about the voices you hear in commercials, documentaries, animation, films and games. They don't all sound the same — and that's exactly the point.

Your voice doesn't need to be conventionally beautiful or particularly unusual to stand out.

It needs to be right for the job.

Perhaps you have a warm, reassuring voice that works beautifully for documentaries or healthcare. Maybe you're bright, energetic and conversational and naturally suited to commercials. Perhaps you have a distinctive accent that makes you particularly interesting for certain projects.

And while your natural voice is important, there are other qualities that help make you a successful voice artist:

- **Good reading and sight-reading ability**
- **Clear diction and articulation**
- **Good intonation and prosody**
- **Ideally, some acting ability**

You don't necessarily need to arrive with all these skills fully developed. Like any performance skill, many of them can be learned and improved with training and experience.

2

Do I need a demo?

If you know you want to pursue a career as a voiceover artist, one of the first things you'll need is a **strong, professional demo**.

Your demo is your calling card. You'll need it when approaching agents and agencies; your agent will need it when putting you forward for clients; and you'll need it for voiceover platforms such as Voice123.

Competition is fierce, so the more professional and engaging your demo sounds, the better your chances of making an impact.

A good demo showcases your **range and versatility** — even if, initially, that's 'just' narration and commercials. It demonstrates how engaging you sound and gives agents and casting professionals an idea of the type of work they might put you forward for.

Most importantly, it should showcase your **individual voice** — whether that's young, bright and natural, mature, warm and authoritative or characterful and engaging.

Nobody has your unique voice.

3

What are my voiceover niches?

You don't need to know your voiceover niche when you begin.

In fact, that will often become clearer with experience. As you take on different types of work, you'll quickly discover what suits you, what you enjoy recording and what you find more challenging.

So, in the beginning, **keep it simple.**

Start with some straightforward narration and a couple of contrasting commercials. That's a solid base from which to begin.

If you can perform more than one accent to a genuinely professional standard, or you want to work in more than one (native) language, make sure you demonstrate those too. One or two strong examples of each can be enough to showcase your range.

You can always add more specific styles and genres later, such as **audiobooks, gaming, audio drama, promos** and more.

Don't feel that you have to define your entire voiceover career before you've even started.

Let your experience help shape your direction.

4

Do I need a home studio straight away?

No — not necessarily.

Many voiceover agents have access to their own studios or will arrange for you to record at a professional studio or production company when a job requires it.

However, the voiceover industry has changed considerably, particularly since the pandemic, and having your own recording setup can give you much more flexibility.

A home studio allows you to audition and record from home, respond quickly to jobs and, importantly, start building your own client base rather than relying entirely on an agent.

The good news is that setting up a professional home studio doesn't necessarily have to be hugely expensive. There are different options depending on your budget, your space and the type of work you want to pursue.

And if you don't have a suitable recording space at home, don't forget that **local professional studios** can be an excellent alternative. Studios outside Central London can often be considerably more affordable.

The important thing is to have access to a recording environment that allows you to produce **clean, professional-quality audio**.

5

How do I actually find voiceover work?

As a beginner, it's worth exploring several different routes simultaneously.

1. VO Agents

Traditional agencies that represent your voice.

- Particularly valuable for higher-end work.
- They can bring you opportunities you are unlikely to hear about elsewhere.
- Competition for agency representation can be high, so make sure you have a strong demo before approaching them.

2. Casting / Voiceover Platforms

Platforms such as Voice123 and Bodalgo allow you to audition for jobs posted by clients.

- You audition for individual projects.
- They can be useful for gaining experience and finding clients, including international ones.
- Competition can be significant, and some platforms charge subscription or other fees.

I would treat these as **one part of your business, rather than the foundation of your career.**

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3. Direct Marketing / Direct Outreach

Research and approach potential clients directly — with your demo. Think about companies that regularly use voiceover, such as:

- (Video) Production companies
- Advertising agencies
- E-learning companies
- Museums and galleries (for audio guides)
- Audiobook publishers
- Etc.

4. Social Media

Use social media to let people know you're a voice artist and, most importantly, **let them hear you.**

For voice artists, **Instagram, X (Twitter) and YouTube** are among the most useful platforms for building visibility and making connections with potential clients.

You don't need to become an influencer. Think of social media as a way for people to discover you and your work.

Ready to take the next step?

[Take a look at the course here](#)