



Why the Need for a Great Voice Over Demo?

Simply said, a good, professional voice-over demo is to the voice-over talent, what a paper resume is to the employee seeking new employment. It is how one is hired.

Unlike a resume, a voice over demo is your audio application for a job. Imagine if you had to appear “in person” for every audition, as with employment interviews. It is merely impossible for a voice talent to fly, or drive around the country, to apply for, or in your case, audition for a gig in person. Simply said, it is a sample demonstration of your voice over abilities, diction and voice range.

Most casting directors, and/or media producers are not interested in seeing a paper resume. The truth is, we merely desire to “hear” the voice quality, and sound of a potential voice talent. Producers, and casting directors alike will usually invite a talent to audition, based on the voice over demo on-hand. This saves both time and money in the long run.

They are more likely to cast from their own files, or dB, verses sorting through hundreds of email responses, usually delivered from a casting call. If you have a good voice demo on file with a producer, you are ahead of the pack and have a better shot at getting hired without competing for every job. Not to mention, your voice demo can be delivered around the world in a matter of seconds and costs nothing to submit as a mp3.

So, one can not state the importance, of having a professional voice over demo as a freelance voice over talent. You just can not compete nationally, or globally without one. You must have a produced demonstration of your voice over ability, just as a model must have a professional photo, or head-shot of their image. Think of your demo, as your audio agent, promoting you 24/7.

I look forward to producing your next voice over demo.

Anthony Reece

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