



The Sound Advice Encyclopedia of Voice-Over & The Business of Being a Working Talent

Kate McClanaghan

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Discover how to establish and promote your small business as a working voice-over and actor, regardless of your location in the Continental United States from one of the industry's most dedicated authorities. Learn the most-current information available anywhere with regard to what's required of you both in and out of the booth in order to successfully advance your career, what should (and shouldn't) be included on your demos, how to secure talent agents in a variety of regions nationwide, find out who your actual target audience is for your demos (this will surprise you), and how to go the distance in the entertainment business! PLUS, more than 100 pages of industry terms and phrases you need to know. With two prominent locations, our flagship SOUND ADVICE production studio (managed by producer/casting director, Jeff Finney) in Chicago, and our Los Angeles office, where we're known as ACTORS' SOUND ADVICE, has successfully produced more than 5,000 demos and coached more than 10,000 talent to date. The wealth of information you'll find in the more than 500 pages of "The SOUND ADVICE Encyclopedia of Voice-over & the Business of Being a Working Talent" comes from our studio's unparalleled expertise because what we impart to you is not just what we think or based solely on our own experience (which is vast) but we've surveyed better than 12,000 casting and production professionals nationwide and offer you the benefit of this collective wisdom. Our book also includes: - The best-kept secrets in the business to achieve the career you've always dreamed of - All you really need to record from home - Who's doing the hiring and how to attract them online - How to successfully transition from radio to commercial voice-over - What you don't know if you have kids or young adults who are attempting to break into voice-over and the entertainment business as a whole - Exclusive performance techniques you can do at home to build your skills and vocal agility - How to determine your type and how to market it - The SOUND ADVICE Vocal Warm-up, with exercises from certified speech pathologists for the greatest results - How to get the most out of your auditions - What's really expected of you on a session - The Art of Self-Direction© - How to run your small business as a working talent and how to promote yourself - What's needed and wanted of you most as a voice-over and as a working talent that no one has ever told you - And a whole lot MORE!

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