

VOICEOVER MARKETING CHEAT SHEET

A practical guide to direct-client marketing, building relationships, and creating more opportunities for your voiceover business.

THE BIG IDEA

Marketing isn't about shouting louder. It's about starting relationships.

Your demo matters. Your website matters. But none of it helps if the right people never know you exist. Good marketing is consistent, personal, and focused on helping clients solve problems.

GET SEEN

START CONVERSATIONS

BUILD RELATIONSHIPS



THE EMAIL'S JOB ISN'T TO CLOSE THE SALE.
IT'S TO GET THE MEETING.

Make it easy to hire you.

Before you start prospecting, make sure a buyer can quickly hear you, understand what you do, and contact you.

YOUR WEBSITE RULE

One clean page. Demos and contact information immediately accessible.

A producer should be able to land on your site, hit PLAY, hear your work, and figure out how to contact you within seconds. Don't make busy people hunt through six pages.

● Your basic marketing toolkit

- Professional, market-ready demos
- Simple one-page voiceover website
- Easy-to-find contact information
- Professional email address
- Short bio - not your autobiography
- Reliable home recording setup
- Professional LinkedIn presence

● Who should you market to?

- Production companies
- Advertising and marketing agencies
- eLearning companies
- Corporate video producers
- Radio and TV stations
- Podcast and audio producers
- Game developers and animation studios

BE READY BEFORE YOU START MARKETING

Do not go into marketing without a professional demo ready.

Your outreach may work faster than you expect. A producer can look you up immediately, visit your website, and hit PLAY. Make sure they hear a polished, professional demo that represents the work you are actually ready to book - not an unfinished, outdated, or amateur-sounding reel.

TRAIN FIRST

GET THE DEMO RIGHT

THEN MARKET IT

The email has one job.

Your first message is not a sales presentation. It's a professional introduction designed to start a conversation.

01

DO YOUR HOMEWORK

Spend a few minutes on their website. Look at recent projects, clients, industries, awards, social posts, or anything genuinely interesting.

02

MAKE IT PERSONAL

Mention something specific you liked or a real connection. A personalized note beats a generic blast every time.

03

END WITH A QUESTION

Don't leave the next step vague. Ask for a brief meeting and suggest a specific time. A clear question is much easier to answer.

TEMPLATE 1 - FRIENDLY + PERSONAL

Subject: Quick introduction

Hi Jennifer,

I came across your company while doing some research on video production firms and spent a little time looking through your website. I really liked the work you did for [CLIENT/PROJECT]. The production looked fantastic.

I'm a professional voice actor, and I work with production companies on commercials, corporate videos, eLearning, explainers, and other voiceover projects.

Rather than bombard you with demos and attachments, I thought I'd simply introduce myself.

I'd love to learn a little more about what you do and the types of projects your company produces.

Would Friday at 1:00 PM work for a brief 10-minute conversation?

Thanks, Jennifer!

[NAME] | [WEBSITE]

DON'T LEAD WITH A DATA DUMP

No life story. No pile of demo attachments. No giant list of credits.

The goal is to earn a conversation - not to make them absorb your entire career in one email.

Keep the introduction human.

Short, personal, and easy to answer usually beats clever copywriting.

TEMPLATE 2 - CONNECTION-BASED

Subject: Thought I'd introduce myself

Hi Mark,

I was checking out your website and noticed that you work quite a bit with [INDUSTRY / TYPE OF CLIENT]. That's actually an area I've done quite a bit of voiceover work in, so I thought I'd reach out and introduce myself.

I'm a professional voice actor with a broadcast-quality home studio.

I'm not going to hit you with a bunch of attachments or give you my entire biography. I'd much rather learn a little more about your company and the kind of voiceover needs that come up for you.

Would Friday at 1:00 PM work for a brief 10-minute conversation?

Thanks! [NAME] | [WEBSITE]

TEMPLATE 3 - VERY SHORT

Subject: Quick hello

Hi Chris,

I stumbled across your company today and really enjoyed checking out some of your work, especially [SPECIFIC PROJECT OR DETAIL].

I'm a professional voice actor and thought I'd introduce myself.

I'd love to hear more about your company, the kind of projects you produce, and how you typically work with voice talent.

Would Thursday at 11:00 AM work for a quick 10-minute Zoom?

Thanks, Chris! [NAME] | [WEBSITE]



Avoid this in the first email

Don't ask, 'Do you have any work for me?' Don't make the buyer download big MP3 files.



When should the demo come in?

In relationship-based outreach, it is perfectly fine to establish interest first and send the demo after the meeting.

END YOUR FIRST EMAIL WITH A QUESTION.

A specific question gives the client something easy to answer. Try: 'Would Friday at 1:00 PM work for a brief 10-minute conversation?' If you're reaching outside your local market, include the time zone.

Make the conversation about them.

You got the meeting. Great. Now resist the urge to spend 20 minutes talking about yourself.

THE SIMPLE RULE

Listen more than you talk.

This is not a performance or a sales pitch. It is a conversation. Learn how their business works and what makes their job easier.

● Good questions to ask

- What kinds of projects do you produce most often?
- How often does voiceover come up?
- How do you normally find voice talent?
- Do your clients usually choose the talent?
- What qualities do you look for in a voice actor?
- Do you usually direct sessions live?
- What kind of turnaround do you typically need?
- What can a voice actor do to make your job easier?
- Anything voice actors do that drives you crazy?

● Listen for the real need

- Fast turnaround
- Clean, ready-to-use audio
- Talent who takes direction well
- Easy scheduling for live sessions
- Reliable pickups and revisions
- Medical or technical pronunciation
- Character range or genre expertise
- Availability during business hours

THEN EXPLAIN HOW YOU CAN HELP

FAST TURNAROUND

I record from my home studio every day, so I can usually accommodate quick deadlines.

SPECIALTY WORK

If they do medical, eLearning, character, or another genre you know well, connect that need to your training and experience.

LIVE DIRECTION

If they like directing sessions live, explain which connection options you can support and how easy you are to work with.

The meeting is the beginning.

The best direct marketing doesn't feel like a one-time pitch. It feels like the start of a professional relationship.

AFTER-MEETING THANK YOU

Subject: Thanks for the conversation

Hi Jennifer,

Thanks again for taking a few minutes to chat today. I really enjoyed learning more about the company and the projects you're working on.

As promised, here's a link to my demos:
[LINK]

If there's ever a project where you think I might be a good fit, I'd love to help.

Thanks again! [NAME]

FOLLOW-UP IF THEY DIDN'T REPLY

Subject: Circling back

Hi Sarah,

Just wanted to circle back on my note from a couple of weeks ago. I know how crazy inboxes can get.

If you're ever open to a quick conversation, I'd still love to learn more about what your company produces and introduce myself.

Hope you're having a great week! [NAME]

Track your marketing

- Company + contact
- Date contacted + follow-up
- Meeting date + demo sent
- Notes from the conversation

Why notes matter

Remember their projects, priorities, and personal details. Better notes make future follow-up feel human - because it is.

PROFESSIONAL PERSISTENCE IS GOOD

Pestering people every three days is not.

Follow up politely. Stay in touch with former clients. Keep relationships warm even when you don't need something from them right now.

Don't put all your eggs in the P2P basket.

Online casting can be useful. It should not be the only way your business finds work.

THE BIG WARNING

Audition sites are one piece of the puzzle - not the whole puzzle.

If one platform changes its pricing, algorithms, audition access, or business model, you do not want your entire income strategy depending on it.

DIRECT MARKETING

REPEAT CLIENTS

REFERRALS

TALENT AGENTS

P2P / ONLINE CASTING

NETWORKING

SOCIAL MEDIA

LOCAL / REGIONAL

A simple weekly marketing rhythm.

MON

Research 5-10 legitimate prospects.

TUE

Send personalized introduction emails.

WED

Research more prospects + connect on LinkedIn.

THU

Follow up + schedule conversations.

FRI

Update your tracker + reconnect with a former client.

THE UVT BOTTOM LINE

AUDITION. MARKET. FOLLOW UP. BUILD RELATIONSHIPS.

Keep showing up.

Get visible before you get salesy.

LinkedIn is still a powerful place to find and connect with producers, creative directors, production companies, and other buyers - but do not make the first move a cold sales pitch in their DMs.

DON'T CONNECT AND IMMEDIATELY PITCH

Start by paying attention to their world.

Follow the people and companies you genuinely want to work with. Read what they post. Learn what they are producing, what they care about, and what kinds of clients and projects they talk about.

01 FOLLOW

Identify legitimate buyers and companies you would actually like to know.

02 COMMENT

Leave thoughtful comments when you genuinely have something useful, interesting, or encouraging to add.

03 SHOW UP

Do it consistently enough that your name becomes familiar - without turning into a professional stalker.

04 THEN REACH OUT

Once there is some familiarity, a short personalized connection request or message feels much warmer.

WHY COMMENTING WORKS

Familiarity lowers the temperature of the eventual outreach.

Thoughtful comments create repeated, low-pressure visibility. They show that you paid attention, give the buyer a chance to recognize your name, and help you learn enough about their business to make a future email or conversation more relevant. Do not comment just to be seen - add something real. 'Great post!' on everything is not a strategy.

LINKEDIN RULE: ENGAGE FIRST. BUILD FAMILIARITY. THEN START THE CONVERSATION.