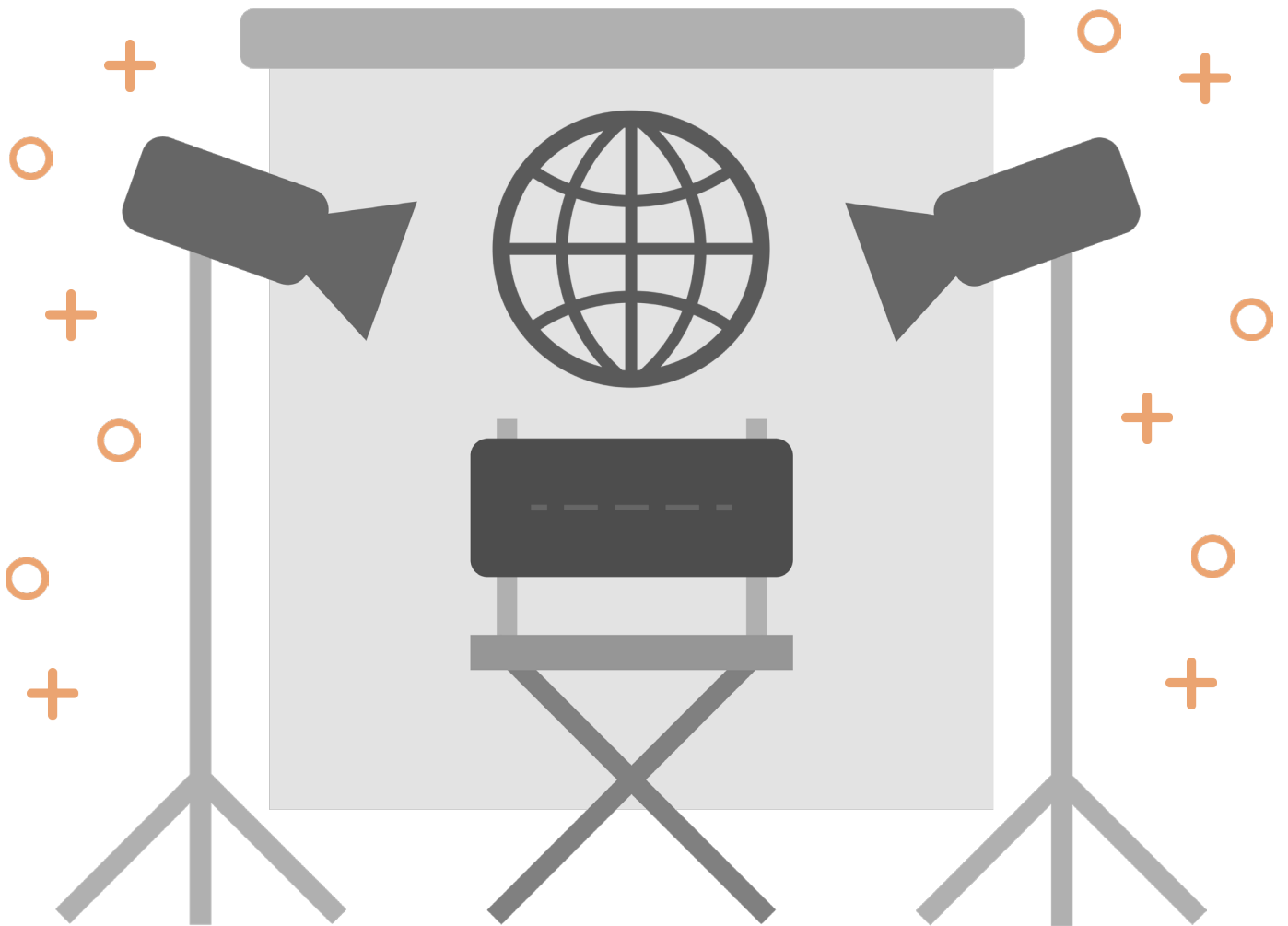


ONLINE CASTING

E-BOOK



voicecoaches
voicecoaches.com/ebooks/

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CHAPTER 1

WHAT WE'LL TALK ABOUT



1.1 INTRODUCTION TO ONLINE CASTING

When it comes to sourcing voice-over work, there are many channels such as direct marketing, agent representation, networking online or in person, and being on production house rosters. Think of it like having a television set. Would you want to have only one channel (there are only so many seasons of *The Bachelor*), with all of the content out there these days? Enter the channel called, “Online Casting Sites.”

What are they exactly? These are online sites where clients post auditions or job postings for voice actors or look through voice actors’ profiles to hire them for a specific voice-over job directly. In this chapter, we will explore the history of how these sites came to be, who is using them, how they work, why they’ve grown, the pros and cons of using them, unexpected benefits, and best practices when using them.

“

...a good home recording setup has become indispensable for online casting sites.

”



Keep in mind, these sites are for voice actors who have developed some skills. They are competitive and filled with voice-over professionals. They are not as useful to those who have not taken the time to learn the craft of voice acting. Paying for a membership fee to “get practice” by “throwing spaghetti at the wall to see what sticks” may just lead to...well, staring at a wall covered in spaghetti and money out of your pocket. Reverse the “joining to hone your skills” to “hone your skills to join.” A lawyer can’t join a firm without a law degree, armed with just a hopeful, “I think I like the whole ‘justice’ thing.”



Keep in mind, these sites are for voice actors who have developed some skills. They are competitive and filled with voice-over professionals.



That said, even though you want to approach these sites with some skill, it is a place where you can improve your skills and get better at auditioning by doing it frequently. You can book that first job and gain valuable experience as a voice over professional. After all, you have to start somewhere, and waiting to be “perfect” can make that near impossible.



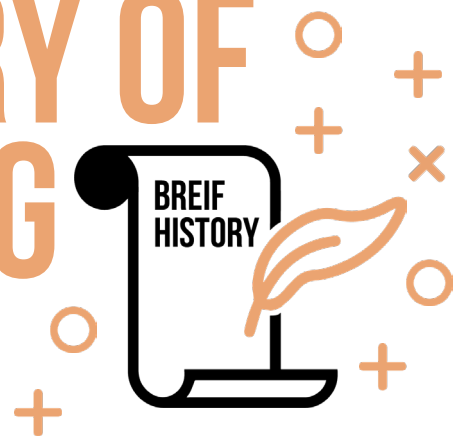
Another thing, a good home recording setup has become indispensable for online casting sites. Voice buyers on these sites are not just auditioning you for your performance, they are auditioning you for your audio quality. If this is not you today, that's okay! As we've discussed, there are other channels to source work from where you can book studio time to fulfill. You can always return to this chapter at another time, or read on to learn more.





CHAPTER 2

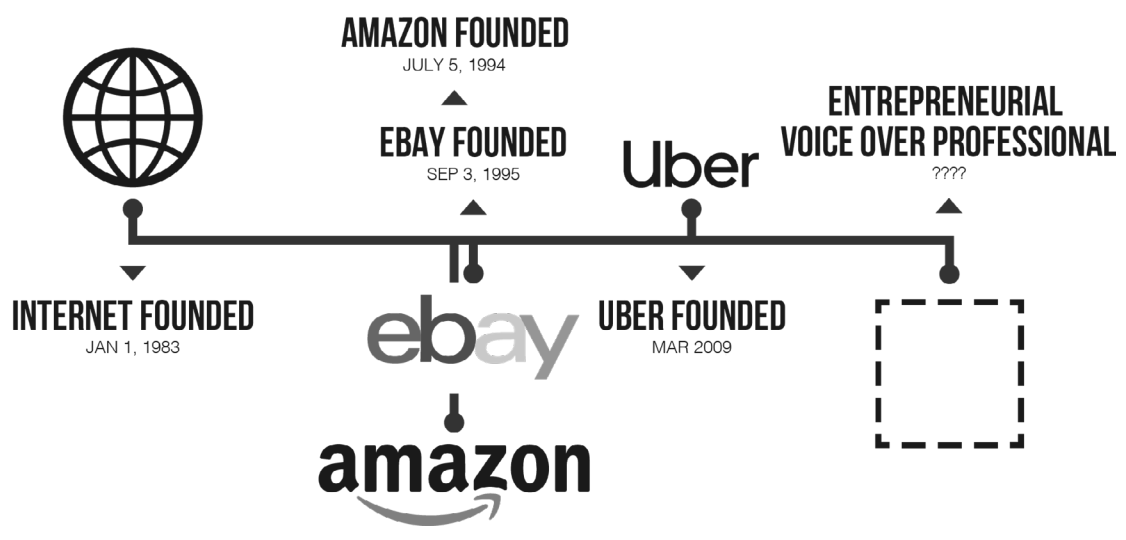
A BRIEF HISTORY OF ONLINE CASTING



2.1 HOW IT STARTED

To put it simply; the internet. It made going to the only mall in your town to buy shoes no longer the only way you had of getting those coveted sneakers. The internet increased convenient accessibility to things and services at the click of a mouse. The convenience of getting a beach umbrella, tube top, or car part delivered straight to your front door (or inbox) worked the same for voice-over.

In fact, the first online marketplace can be traced back to the early days of the internet, in the mid-1990s. One of the earliest and most notable examples was eBay. Enter Amazon, and these became popular destinations for entrepreneurs to start their own businesses selling goods online and a new and powerful way to connect buyers and sellers. The ability to do this even started to create industries... hello Uber (for ride-sharing), and Airbnb (for short-term rentals!) Why not the entrepreneurial voice over professional?



2.2 WHY IT GREW

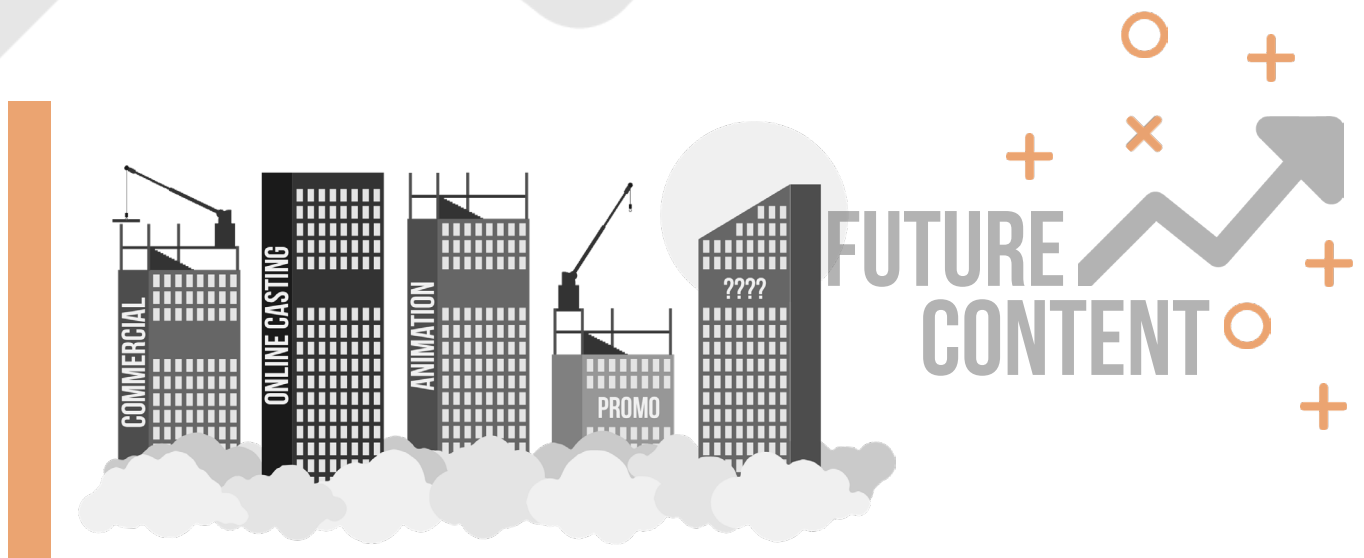
There is another major component that allowed voice actors to join the online marketplace and effectively sell their services however, and it is related to the internet by being the thing that made the internet even possible: huge advancements in technology.

Technological advancements made home studio recording possible. The voice actor could now provide broadcast quality audio of their voice from home, or be a one stop shop, responsible for other services like editing. Plus, more people entering the field who lived far from any major market, without representation, could now have access to work and a place to offer more services. With the increase in vo talents and their capabilities, online casting sites drew more voice-over buyers.



Another reason for its growth? More content, and different kinds of content. Both of these things led to more jobs, some of which fell out of line with most agencies' main focus on commercials, promo, and animation. Some agencies are or may begin to widen their scope, however, to include more corporate narration and audiobooks in order to increase their offerings to their clients and work for themselves.

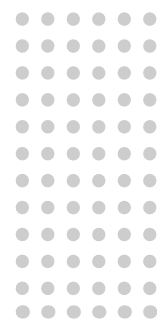
And then of course, the free market. With all of the new content, online casting opens up work for every kind of budget, non union work, and competitive rates.



“

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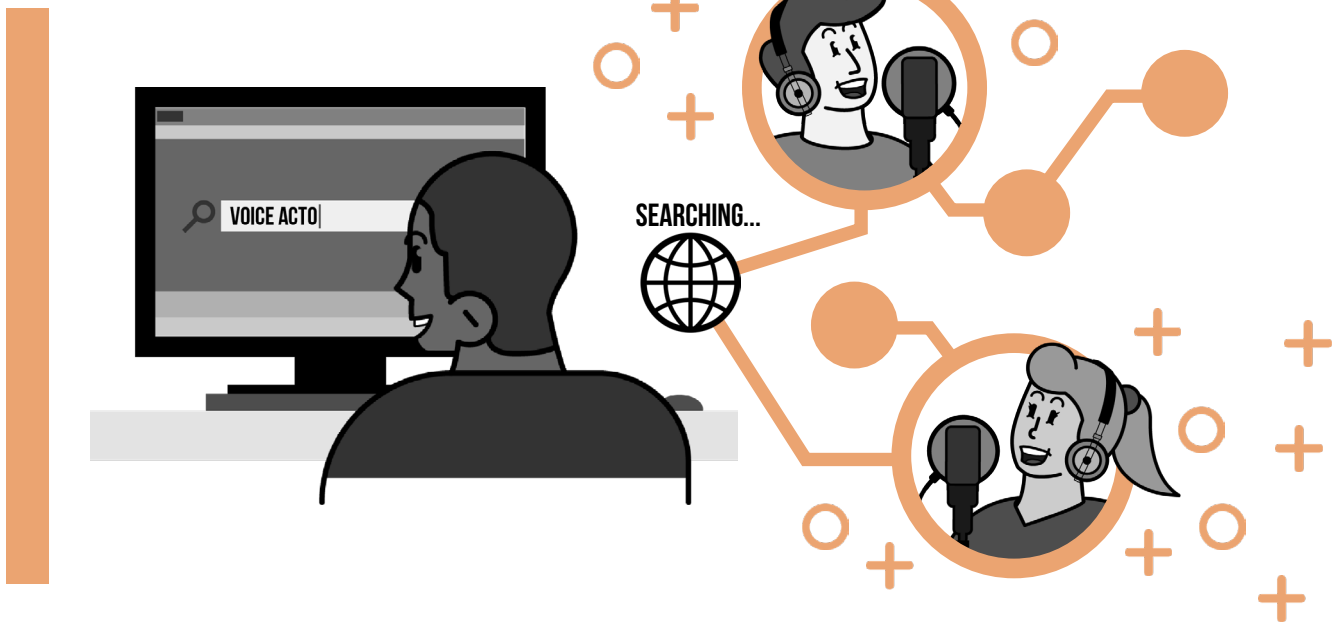
CHAPTER 3

WHO IS USING THEM?

3.1 PEOPLE WHO CAST

Before the internet, there were no online casting sites, there was no “googling ‘voice actor’” and stumbling upon dozens of voice actors’ websites to choose from. Casting voice actors was mainly done through talent agents working with casting directors and production studios. We say mainly because, sure, pre-internet there were voice actors who were more proactive in their direct marketing; sending postcards through traditional mail or cold calling, the same way we do today. The difference is, that agentless voice professionals didn’t have access to national -and international- campaigns the way they do today, through these online casting sites. The line between major and small market work became very blurry indeed.

On these online casting sites, every kind of job is posted, from regional to national. And though it is the same job, it might be a different rate, negotiated by a talent agent, then it is posted on the online casting site (you do have the option to negotiate as your own agent on these sites, most of the time, however.)



Agents still hold access to a lot of very coveted higher-profile union (and non unions) jobs; for example, being the voice of Target or some other major brand. That’s why many voice actors still want to be represented by agents, even if they are getting a lot of work on their own through other channels, like direct marketing, networking, and online casting sites. They want access to those higher-profile jobs, and want that additional person looking for work for them alongside their own efforts. The more the merrier! So if it’s not talent agents using online casting sites, who are the people looking for voice actors on them?

“

Before the internet, there were no online casting sites, there was no “googling ‘voice actor’” and stumbling upon dozens of voice actors’ websites to choose from.

”



CASTING DIRECTORS:

Casting directors hired by an ad agency. Instead of a casting director sending out an audition to a talent agency, which then gets auditions or demos from their roster of talent, the casting director posts the audition on an online casting site. Instead of negotiating with a voice actor's agent, they negotiate with the voice actor directly (this is where knowing industry rates and terms like "perpetuity" really come in handy for the freelance voice actor.)

AD AGENCIES:

These ad agencies have their own in house "creative directors" for their campaigns, who go to online casting sites to cast voice over actors.

PRODUCTION HOUSES:

They produce a project from start to finish for a client, including the voice-over. Production houses have rosters, just like talent agencies, but they are also using these online casting sites now to access a broader range of talent that is required for today's broader audience and ever-growing range of content.

THE CLIENT:

Now this is where things get interesting. People who



need voice-overs for their businesses are now hiring voice actors themselves. Perhaps they get an e-learning video made by a media company and then seek out the right voice themselves instead of going to a one-stop shop like a production house. What about a real estate company that hires a videographer, and then needs a voice to talk about all of the wonderful features shown in the video (a jacuzzi with an ocean view!?) Or a local pizza joint where the owner likes to write, but not voice, their radio spots? The business owners find their voice talent, making it a true B2B experience. Small and large companies are hiring directly from online casting sites. The next few hirers are not on or as present on some sites, while they turn up more on others.

HOBBYISTS:

Yes, there are these too. Say, a person’s passion is to write their own children’s book. Then, they want it voiced, to share with their friends or family.

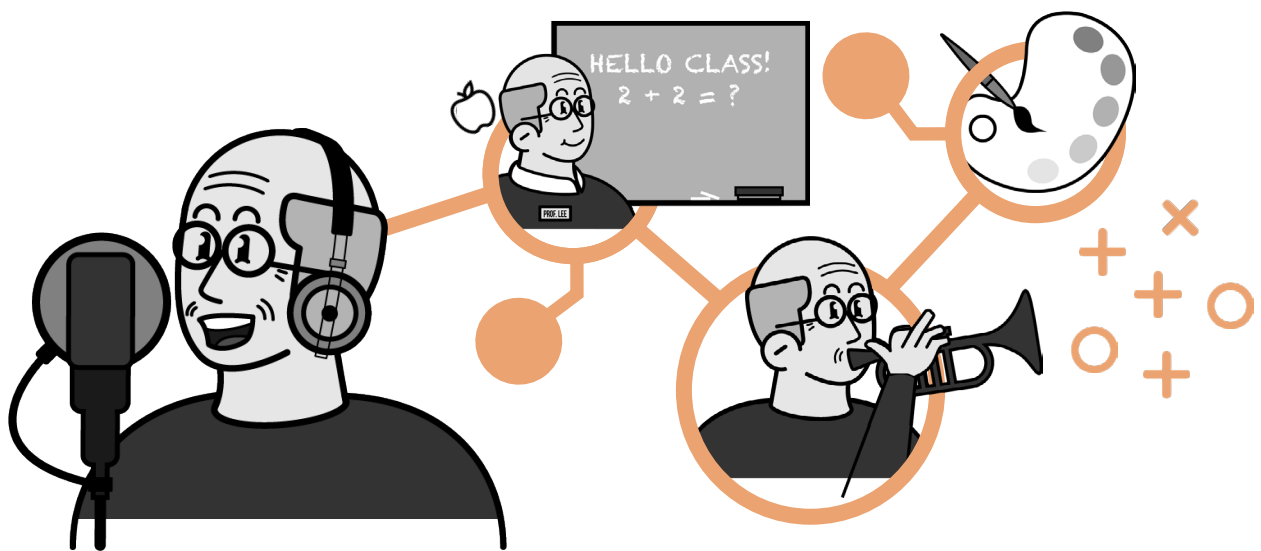
EVERYDAY PEOPLE:

A special event might come along like an anniversary, and a daughter wants to make a beautiful video and needs a unique voice to say, “You made it this far. Congrats!!”



CREATORS:

There are a lot of individual creatives out there needing voice-over actors. For example, there are animators seeking voice actors to voice their own animations for their youtube channel. What about writers of podcasts and audio dramas who need voice actors to bring their stories to life?

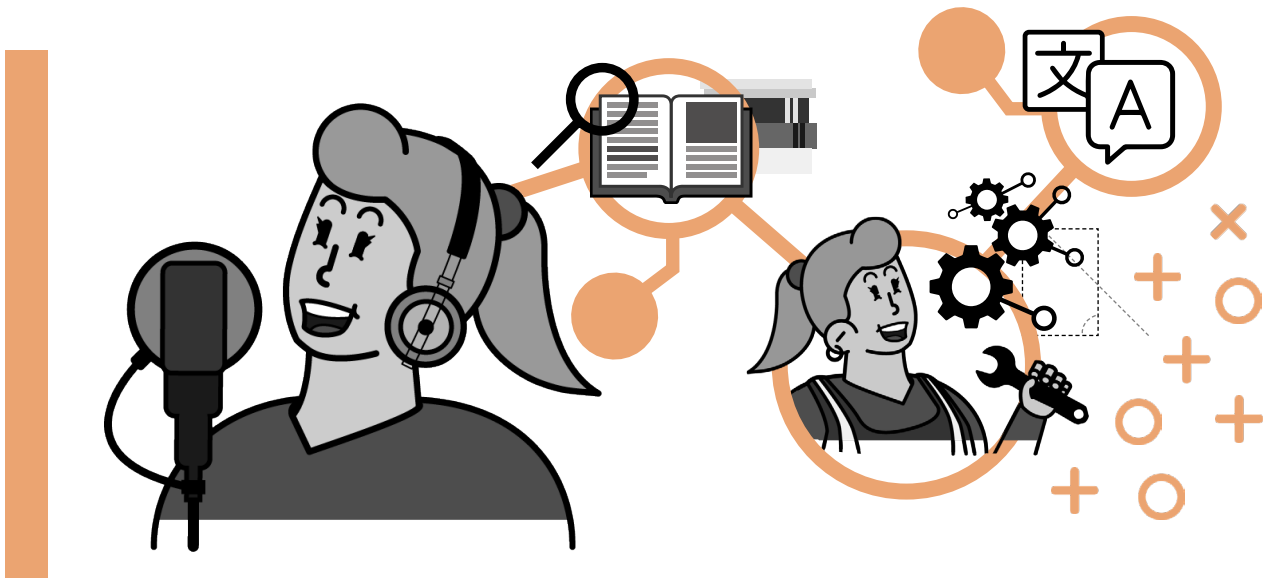


3.2 PEOPLE WHO WANT TO BE CAST

Well, that's the voice-over professional like yourself. The thing is, voice professionals on these sites have very different backgrounds. Some are trained actors, many are not. Some have backgrounds in other creative modalities, like music or visual art. Some come from engineering or teaching backgrounds. Some speak one language while others speak 3 or more. Some voice actors only want to focus on



commercials while some prefer corporate narration. Safe to say, the common denominator is that everyone on there wants to do voice-over work, mostly as a way to make money; a select few do it to explore a hobby.



“

The thing is, voice professionals on these sites have very different backgrounds. Some are trained actors, many are not.

”

3.3 THE VARYING DEGREE OF EXPERIENCE FROM BOTH SIDES

As for the casting side, there are casting professionals that have been hiring actors for decades on these sites as well as newer casting professionals that have way less experience dealing with talent. There are also first-time buyers that have never sought out a voice actor before in their lives.



When it comes to voice actors, there are voice actors with no training, a cheap microphone recording in a wind tunnel (uh oh!) These are people who want to be a voice actor and think they can do the bare minimum, have no training, and think they will book work once they “get better” using the site. With the competition on these sites, it, may not be the best game plan, because there are also voice actors who have been working for 30 years, and are very experienced. The thing is, even with tons of experience, they may have a less current sound or are hesitant to learn any technical skills, allergic to the idea of home recording, or adapting to changes in the industry. There are voice actors who have been slowly building their performance skills and technical skills for a couple of years, getting more hireable by the day.

The goal for every voice actor on these online casting sites is to behave like a professional, whether you are new to voice-over or a seasoned pro. For the new voice actor, there is a lot to learn, and for the seasoned actor, there may be a lot to unlearn in order to adjust to the changes in the industry.



There are voice actors who have been slowly building their performance skills and technical skills for a couple of years, getting more hireable by the day.

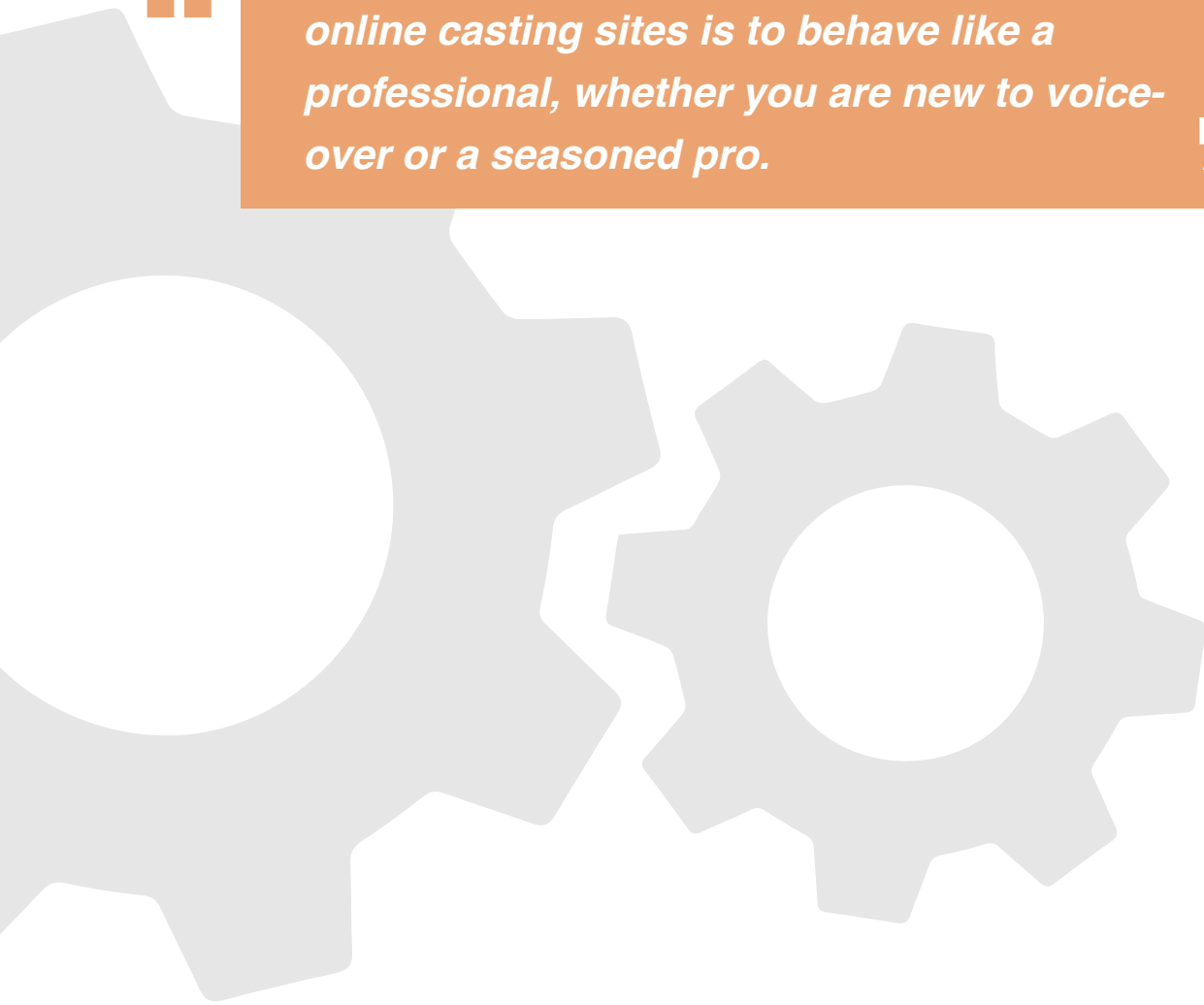




The voice actor can be an asset to those newer buyers who may not understand how to charge or go about the ins and outs when hiring a voice actor (like how to get a live directed session up and running or how to get the files delivered and in what format.) They can also be an asset to seasoned casting professionals, who have become frustrated with the flood of people joining these sites who have not taken the time or care to be a professional the way you have. Whatever degree of experience you have, be a professional.



The goal for the every voice actor on these online casting sites is to behave like a professional, whether you are new to voice-over or a seasoned pro.



CHAPTER 4

HOW MANY ARE THERE?



4.1 AN INTRODUCTION TO THE VARIOUS ONLINE PLAYERS

The last time “online voice-over casting” was googled, it came up with close to thirty! Keep in mind, they are all run in different ways and have their own (for better or for worse) track records, user reviews, and longevity. From more boutique online casting sites to larger ones that host thousands of voice-over actors and clients; they run the gamut.

Some are geared towards international work, while others’ URL is no longer functional! Some are not just geared toward freelance voice-over work, while some are strictly about voice-over work (even some of those are expanding services now.)





We will discuss the four most widely used and talked about here, keeping in mind that they are not “one size fits all.” When deciding on which online casting site(s) to sign up for, do your own research and be realistic about the time and effort you have available to put into it. On most of these, to have any success, no matter the membership level, they require consistent efforts in auditioning. Reaching out to fellow voice actors to hear their experiences on a given site can be helpful as well.

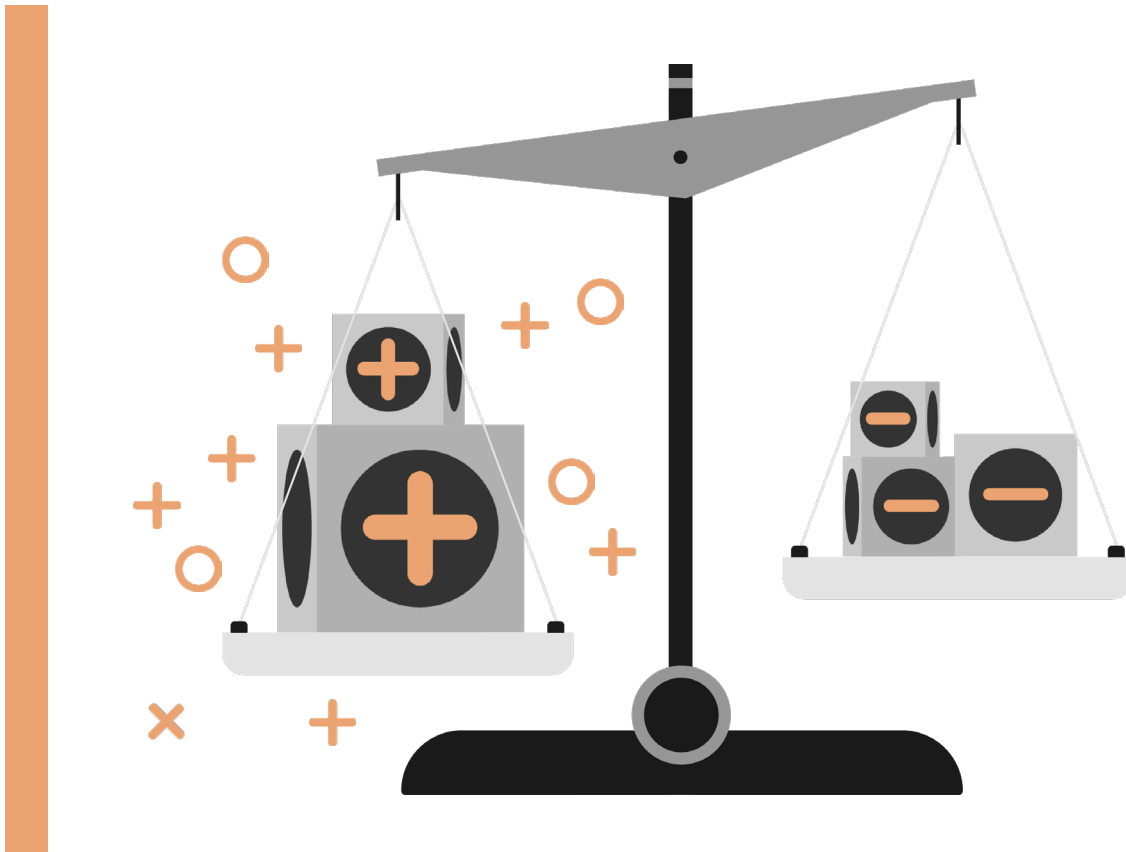
These four sites share some commonalities; they all allow the voice actor to set up a profile with demos and individual audio samples, details about one’s home studio equipment, or additional services they can provide such as copywriting or editing. They are all highly competitive with lots of members vying for these jobs. On every site, you want to be the first to audition, or as close to it as you can be. You also want to be selective and audition for things you are the best fit for. Most of them charge membership fees (except for Fiverr, which takes a percentage of the job itself.)

Where they really diverge is in their algorithms (except for Bodalgo, who does not use an intricate algorithm.) These algorithms are how the site decides who to deliver auditions to, when to deliver them, how many auditions to deliver, and who is seen first when a description like “warm sounding” is put into their search engine by a voice seeker



These algorithms essentially act as “matchmakers” for voice actors and voice seekers. Because of these algorithms, it is not enough to be skilled, one must be strategic.

Keep in mind, there is no “pros and cons” bullet point for these sites. Once reading this information, you will be able to decipher the pros and cons for yourself.



4.2 VOICES.COM

Voices.com started all the way back in 2003. It was one of the first of its kind and one of the most used by voice actors and clients alike.



MEMBERSHIP TIERS AND FEES:

You can start with a free membership, but it is mostly a window into the platform and not an opportunity for work. There is only one paid membership plan, for \$499 a year. On top of that, they take 20% of each job.

BUDGET RANGES:

The range of rates is from as low as \$100 into the thousands. The client can give a fixed budget or a range they are working within, say \$250- \$350. Most users on the site tend to quote from the middle of that spectrum. There are some voice actors that go low, thinking they will get the job that way, but clients will pay the higher rate for the right voice or even a higher quote from the right voice, as the actor can adjust the budget by proposing a higher rate. Some voice actors do quotes higher to account for the 20% cut Voices.com takes from each job.

THE ALGORITHM:

The algorithm works by using a “voice match” system. For example, if you put descriptions like “female, middle age, warm” in your profile and audio samples you would be a 100% match for a job requesting



those traits “female, middle-aged, warm.” You will also receive auditions where you are a 70% match. If you are a 100% match, you will be listened to first, if you are a 70% match, you won’t be, even if you get the audition in first.

What auditions you get from the algorithm are based on how well you perform on the site, your reviews, and your activity on the site. So, someone with more reviews and bookings may get auditions you don’t, or get them a lot sooner. There is also a search option for clients to seek you out directly, and the higher-performing users may be at the top of that search engine. Voices.com suggests 15 auditions a week as the bare minimum for expecting any kind of success on their platform.



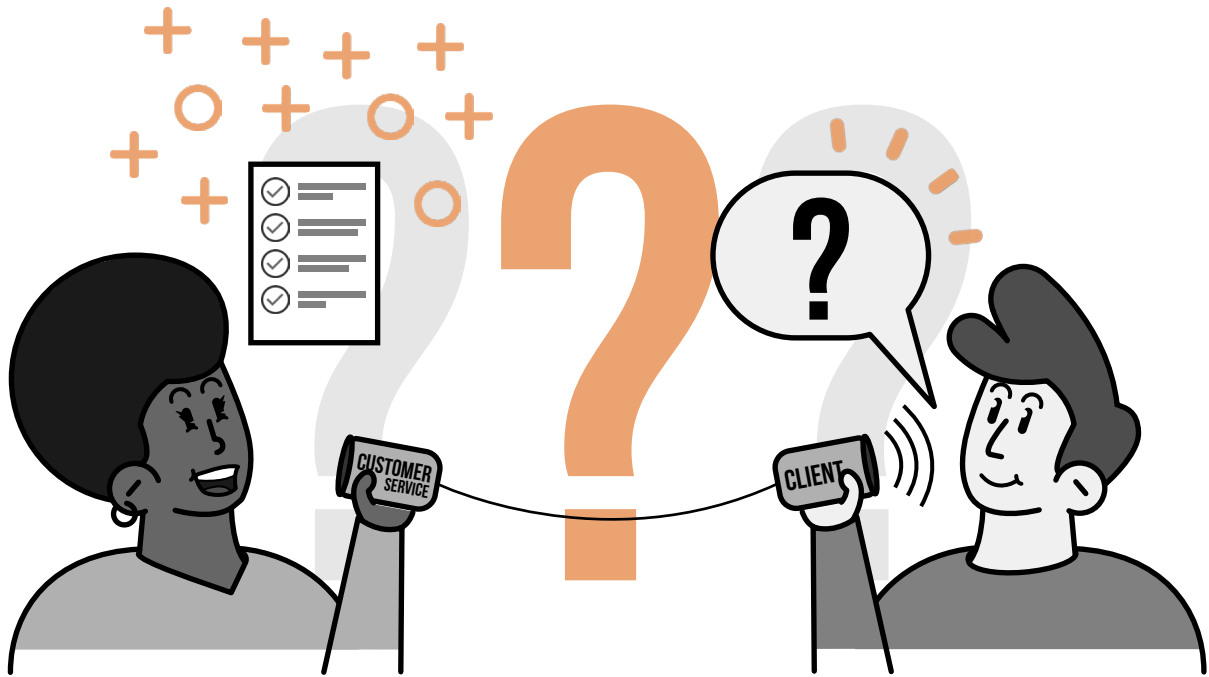
RELATIONSHIP BUILDING FACTOR:

Voices.com handles all of the payments, working as a middleman between the voice actor and the client, not allowing them to communicate off the site. This makes long-term relationship-building on Voices.com almost impossible. Voice.com has added a tab “Hire again” to encourage repeat clientele for an actor due to voice actor’s frustration in this regard.



? CUSTOMER SUPPORT:

There is tons of useful information on the site itself, email support, and phone a number you can call. You can also schedule phone meetings in calendly. They are helpful, and get back to you promptly.



“

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”



4.3 VOICES123

Voices123 was the first site to officially launch. It was started by a voice actor, Tanja Gupta, and her husband Chris. Tanja was frustrated by the middleman's monopoly on accessing work in voice-over. She wanted to connect voice actors to clients directly.



MEMBERSHIP TIERS AND FEES:

The yearly membership starts at free, but is really only a way to have a better peek into the platform. **The tier structure then goes as follows: \$49, \$99, \$199, \$395, \$600, \$888, \$2,200, and finally, the Platinum membership which costs \$4,900 a year.** Your tier affects the numbers of the following: project invitations, search appearance, and number of competing voice actors. The best ROI is rumored to be the Platinum membership, but it is expensive, highly exclusive, and has a long waiting list. You have to meet their requirements of skill, a great profile, a higher ranking percentage, and proof of a quality home studio setup. The list does not go in order either. Even if you are before someone else on the list, if the platform is in need of an actor with traits they have and you don't, they will be chosen when a spot opens over you. It can take years to be chosen for Platinum. V123 takes zero percentage from the voice actor's job.



\$ BUDGET RANGES:

They go from free to thousands of dollars. Some of these budgets are fixed, while others have a range, similar to Voices.com. The actor can pick the lower range, higher range, or quote from the middle range. The actor can also propose their own quote if they think the specific job should be a higher rate. The voice actor can also choose “TBD” if they need more information from the client, like on usage or whether it will be raw audio or edited, before they can quote accordingly.

📈 THE ALGORITHM:

The algorithm also works as a matchmaker. You are sent auditions based on how your details pair with the client’s needs, most of the time. There is also a search engine for voice seekers, so making sure you have your profile filled out correctly, with the appropriate keywords in the appropriate places and formats, will help you be found by clients more often. There is a percentage here that works as a ranking system. Your ranking is based on how many auditions you get “liked”. If you get a lot of auditions liked, then your ranking percentage increases. The higher your ranking, the more auditions you get, the better the



job, and the sooner you get them, allowing you to audition first.

This also means however, if you are not getting “liked” and your ranking drops, the fewer auditions you receive, and the later you receive them. If you have a high ranking but are inactive on the site, your previous “likes” start to drop off, as it is recalibrated, and your ranking may drop. That is where it is important not just to perform well, but to perform consistently. You want to keep that ranking up.

The tier system affects how many and when you receive auditions as well; the more you “pay” the more you get to “play.” Higher tiers receive more opportunities and better paying jobs sooner, even if they have a lower ranking. So the amount and quality of auditions you receive are all affected by how well you perform, how active you are, and your membership tier. In higher paying tiers, when a client searches for specifics, if you meet them, you come first in the search.



RELATIONSHIP BUILDING FACTOR:

Voices123 actively encourages relationship building off the site. A voice actor can book an audition and interact with the client off-site and keep that client off-site. This is a huge advantage for a voice actor. One job on V123 can turn into many in a long-term relationship.



CUSTOMER SUPPORT:

There are a lot of helpful tips on how to use the V123 effectively found all throughout and most specifically in “The Booth” tab on their site. These days, they want you to email them with questions, and they do get back relatively promptly. The live chat option is good for certain membership tiers.

V123 Pros is a separate service, and for a fee, they have tips and videos that can assist one in getting a good head start and making the most out of their V123 experience.

4.4 BODALGO

Bodalgo was launched by German voice actor Armin Hierstetter in 2008, who had become frustrated with the lack of reliable and transparent voice-over marketplaces. It is based in Germany.



 **BUDGET RANGES:**

They start around \$100, but like the other sites, can go into the thousands. The mid-range can be \$700-1500.

 **MEMBERSHIP TIERS AND FEES:**

Bodalgo costs 39 euros a month for everyone. Bodalgo takes zero percentage from the job.

 **THE ALGORITHM:**

There isn't one. It can be tricky for those in different time zones, and auditions tend to get filled up fast due to there being no algorithm "divvying them up", but beyond a basic search pairing your specifics and the client's needs, it is "first come, first served." No one gets preferential treatment.

There are features where the voice actor can be shortlisted and an option for them to comment on your audition. So, like on other sites, you can see if you've been heard or if they like what you're doing.

 **RELATIONSHIP BUILDING FACTOR:**

Bodalgo does not play middleman in any way. One can take the client off-site and build a long-term relationship on their own.



CUSTOMER SUPPORT:

There is some helpful information on the site and Armin himself is quick to respond when reached out to.

4.5 FIVERR

Fiverr was co-founded by two Israeli entrepreneurs, Shai Winniger and Micha Kaufman. They launched the platform in 2010 with the goal of creating a marketplace where people could buy and sell small services online, starting at just \$5. They wanted to make it easy for freelancers to find work and for buyers to find affordable services for small projects.

MEMBERSHIPS AND TIERS:

Fiverr is free to join. They take 20% of the job.

BUDGET RANGE:

Fiverr is the only site on this list that is not for voice-overs specifically. Thus, it can draw a lot of clients not familiar with standard voice-over rates, and what makes rates differ. They go to Fiverr wanting to get a service, in this instance voice-over, for cheap. Budgets, therefore, tend to be much lower. Clients



can post jobs with budgets from as low as \$5 into the hundreds. The voice actor can start at \$10, but then have a lot of “add-on” services like editing, commercial buyout rights, and live direction, which can increase the price of the job however.

Fiverr tends to be the most controversial online marketplace due to its low rates and the effect that may have on voice over rates in general.



THE ALGORITHM:

Fiverr, unlike the other platforms, does not rely on booking actors through auditions. When a client searches for a voice actor, the algorithm will present those first who match the client’s keywords and have the most positive reviews, jobs booked, and records of customer satisfaction.



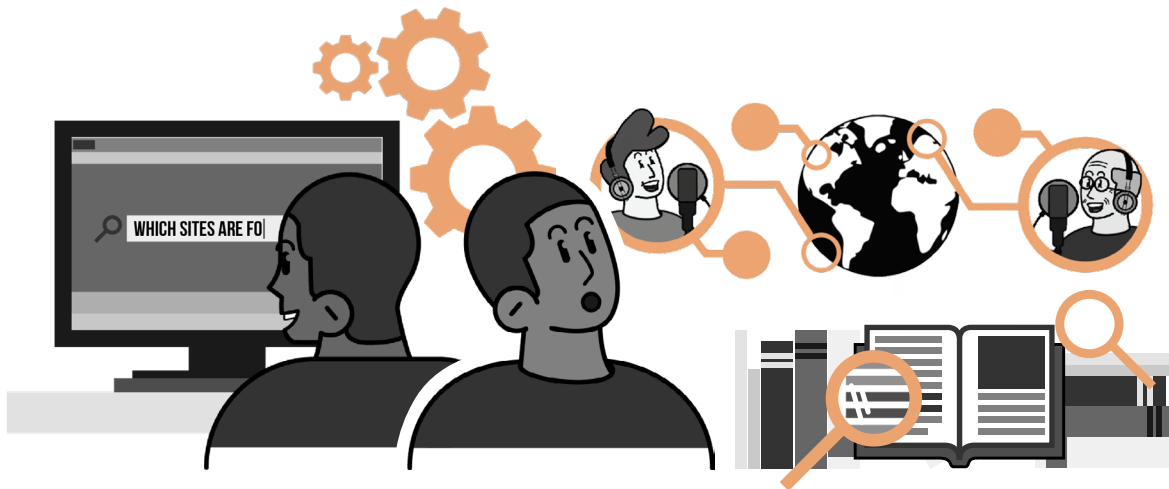
RELATIONSHIP BUILDING FACTOR:

A client can communicate with a voice actor through their messaging system, but Fiverr handles all payments, as they take a 20% cut. As we are unsure at this time if they do not prohibit relationships continuing off the site, they do not actively encourage it like Voices123.



? CUSTOMER SUPPORT:

There is a lot of information on the site on how to help a new voice actor be successful on Fiverr through blogs and tutorials. The site will try and answer any questions you may have with these resources before you get to the page where emailing them becomes an option. They can take a while to get back to you or relatively quickly. There is no phone support currently, even though there is an international number listed.



4.6 DO YOUR RESEARCH

As you can see, just from these four sites alone, there are many things that differentiate them, or how they fit in with your current life schedule, which may affect your desire to sign up with any given one. When researching reviews online or voice-over community boards, keep in mind there can be a lot of negativity, like, for example, seeing your favorite restaurant get butchered on Yelp by a grumpy customer. Just because that unhappy diner hated their chicken marsala, doesn't



mean you need to stop loving it. However, if you see a trend, or sentiments repeated over and over again, maybe that's something to at least consider when you give your credit card number for that yearly membership.

Another common question is, how many should I join? Ultimately, like a lot of things in voice-over, that is up to the individual. There can be, however, an impulse to just sign up for anything and everything amongst newer voice actors. One can do that but might be spreading themselves thin and not auditioning thoughtfully or focusing on getting the most out of one or two. As you got a glimpse of here, they are each rather vast ecosystems in themselves, with a lot to learn and navigate in order to be successful.

4.7 UNEXPECTED BENEFITS

Most people get on these sites to “make some money!” And that makes sense! There can be, however, some other benefits involved, starting with these two windows.

WINDOW #1:

A look into all of the different kinds of voice-over work that are out there, “Wait, someone wants me to be a talking turtle, in a flaming pink top hat, to train its aquarium employees in safety practices? Okay!



(silent prayer) Please, please, please...let me book this one please..."

You may be exposed to voice-over jobs you never knew existed, ones that speak directly to your voice personality or excite and inspire you to expand your strength range.

WINDOW #2:

Is a bird's eye view of how other voice actors present themselves. What are the top-performing actors doing right? This is not an invitation to steal, however. It took a lot of work to brand themselves! But it may spark your own ideas of how to present your unique self. It may also let you know what expectations are on that site, that you may not have been fulfilling.

Other benefits include: staying current on voice-over trends. Just browsing the auditions one can see that the current trend in casting is "authentic" and "conversational," What clients are looking for in their voice actors is useful information for the voice actor!

How about brand awareness? It's another place to be found. As a voice actor, you want to be found,



and easy to get ahold of when you are. An online casting site can be thought of as another form of a business card or website. As discussed, not all online casting sites enable relationship building off of the site though (Voices.com.) On V123, you may be found, and messaged off-site, because the client liked your profile, samples, and the services you offer on the site. Your website and email contact is on your profile for them to use.

Let's talk feedback, of sorts. Even though we've discussed the importance of having skill and quality home recording before joining these sites, we always have room to grow or have our off days, or new gear or space we are working with, etc. Not getting "likes" or "shortlisted" can get one to stop and troubleshoot where one might need to adjust, whether it is performance or audio related, for example. It can help keep you accountable for the quality of your services.

On a more positive notes, "likes" and being "shortlisted" may not tell you exactly what you are doing right, but they are saying you are doing enough right to be on their favorite list for a potential booking. And that feels pretty good.



There is a lot of opportunity on online casting sites, and you can use them as a place to employ and strengthen your auditioning skills while being strategic.

And although getting work on these sites is not easy, it can be truly informative and fun challenging yourself, and exploring voice over work during the process of booking that first job.



What are the top-performing actors doing right? This is not an invitation to steal, however. It took a lot of work to brand themselves!



CHAPTER 5

SMART PRACTICES FOR ONLINE CASTING



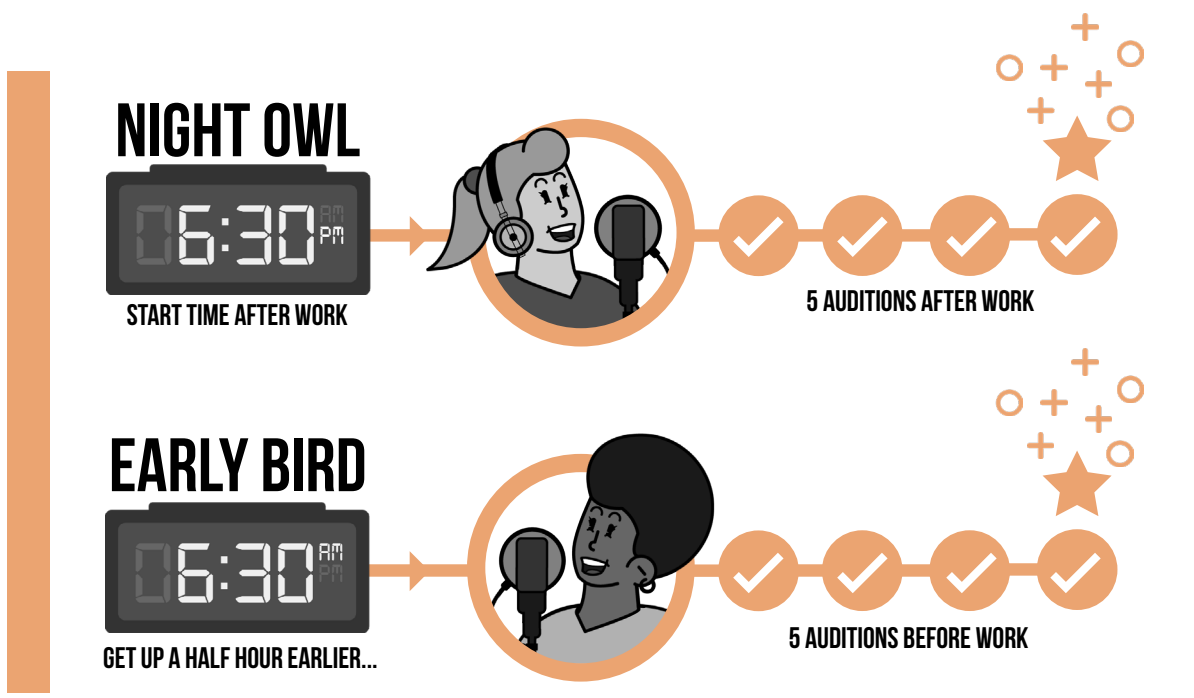
5.1 THE NUMBERS GAME

Not all of these casting sites operate on auditions alone. Some, as we've explored, work by creating strong profiles, demos, and samples. For those that do require auditioning to book work, it becomes a numbers game, meaning, the more you audition the more you book. If you are spending money on a membership but only auditioning once or twice a week, the probability of you booking work goes down exponentially. Some of these sites even quote typical audition-to-booking ratios on their sites.

On V123, for the average voice actor, who is consistent with their efforts, it's 1 booking out of every 50 auditions. For better-performing voice actors that ratio goes to 1 booking out of every 25 auditions. Knowing that average can be helpful.



It can help you set your “number of auditions” you need to do in order to book more work, as long as you have been working on your skills and feel ready to audition confidently. It can be helpful to get specific while being realistic when setting that number goal. If you say, “Oh, yeah I want to do 50 auditions this week” and then wait for inspiration to strike, personify itself, and shove you into your booth from which you emerge having magically completed 50 auditions five minutes later, you may want to reconsider your approach. Really think about your current life schedule and what time of day and for how long you can devote to hit that number of auditions. For example, “I’m super peppy in the morning, and my voice is strong and I am full of hope and excitement (go you!) I am going to get up a half hour earlier and do 5 auditions before I go to work Monday- Friday. Then, I will do 10 on Saturday when I have more time.” You can try it out, and then keep readjusting until you find the right “audition flow.”





5.2 BEING SELECTIVE

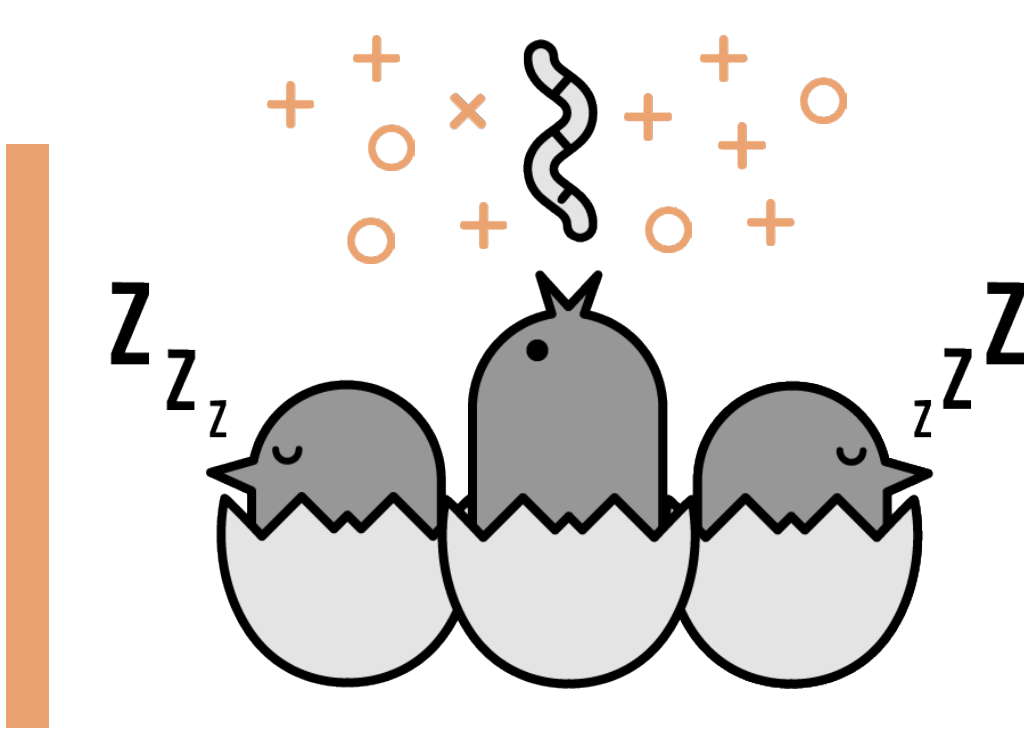
It's really tempting to jump into these online casting worlds and have your eyes get really wide with wonder and excitement, and think to yourself, "There are so many different kinds of jobs and there are some really really fun ones too! I want to be the voice of a slug! I want to be the voice of that cereal brand! I want to do them all!!!"

You can suddenly find yourself very far from your voice personality and strength range, throwing spaghetti at the wall like a gleeful 4-year-old to see what sticks. You've done your 5 auditions before work, and then realize, none of them were best suited for you. Then you don't get "liked" or shortlisted. When looking through auditions, it is helpful to really zero in and prioritize those best suited for you.

On V123, and Voices.com, those algorithms do some good matching for you, ensuring you are not receiving auditions for an older male when you are a 20-something woman. But it may behoove you to do a more detailed matching yourself within their basic matching.

5.3 BE FIRST

We've touched on this already in the individual sites, but it bears repeating. Be first, or as close as you can to it, as often as possible. On Voices.com, be the first in your matching ranking. On V123, do it as soon as it gets sent to you.



Auditions come in at 2 pm and 2 am and any time in between. It's a 24-hour pump. If you miss the 2 pm, you may be the one to wake up at 7 am and be one of the first people for the 2 am audition that came in the middle of the night, while most people slumbered.

Of course, let's say for example, you get an audition that already has 25 auditions out of the requested 50; that doesn't mean skip it because you weren't first. It's okay not to be first, but it is best to be first, or as close to it as you can. Because, even though you get listened to, the client may have already gotten attached to a voice actor that auditioned earlier. Then again, they may think they made their casting decision, hear you, and change their mind after you blow their Halloween themed socks off!



5.4 STAY CURRENT

These platforms are not static. They are constantly updating their sites and their algorithms. As we've said before, even though we do our best to stay updated with our ebooks, no one will stay as current as these individual sites themselves. Please do not depend on this ebook alone to learn about and stay current in online casting sites. This is an introduction and an overview.

If you sign up for a membership, you want to know what that entails, right? The most updated information will be found, only when you go looking for it. And a great way to ensure accuracy and accountability is by looking for it at the source. If you don't stay on top of your chosen platform's changes, it may affect your ability to be successful on it.

5.5 PROTECT YOUR WORK

There has been the occasion where a voice actor has heard their audition on television...when they were never paid for it. Sadly, this means the buyer downloaded the audition, and used it without booking the voice actor. This is not the norm! But it has been known to happen.

Back when voice actors were not responsible for audio quality, the client had to book studio time to get quality audio. With home recording as it is, auditions are broadcast quality, ready to air. The online casting sites could disable



downloading auditions by the client, but that may make it difficult for the voice buyers/clients to share voice actor options with their clients, and online casting sites want to ensure their platforms are user-friendly and that voice buyers keep using them, which makes sense.

So, how does the voice actor protect their work? Bodalgo suggests recording only a portion of the script. There is also “watermarking”, inserting a tone in the audio making it unusable. Some voice actors fear, however, these tactics say to the potential voice buyer, “I don’t trust you.” and prefer to take the risk by submitting a full read. That is ultimately up to each individual actor.

5.6 PROTECT YOURSELF

This comes down, mainly, to vocal health. Remember, especially when you are using your voice a lot to hit those audition goals, you want to take good care of it. If you are auditioning a lot but not drinking enough water and are chugging a gallon of half-and-half mixed with whiskey instead, or you are doing strenuous vocal work for video games without using breath support, you may be doing more bad than good to your instrument. Check in with your breath support and those lovely vocal cords of yours. They will appreciate it.



Also, this can be hard on the mind too. There are a lot of “no’s” in this auditioning process. Remember that average of 1 booking out of 50 auditions? Voices.com quotes 100 auditions to book your first job.

Sometimes that “No, great work, but someone else was a better fit” can feel like, “NO! What were you thinking!!? You stink pal! Don’t quit your day job (s)!” If that happens, it can help to think of the auditioning process as a matter of “selection” as opposed to “rejection.” You will get your chance to be selected! And if you are not getting booked after many auditions, it’s okay to step back and check in honestly and ask yourself, “Do I need to refresh, take a different approach, or double-check my sound quality?” Seasoned professionals do this all the time, to ensure they stay seasoned professionals.



CHAPTER 6

QUICK REFERENCE

Online casting websites for voice actors was largely a byproduct of other internet online marketplace where buyers and sellers could communicate directly, often without middlemen.

Because there is a need to audition regularly, pursuing voice over work via online casting sites requires a high quality home recording capability. The ability to deliver high-quality audio files is an important component of online casting.

There are a wide range of individuals with casting experience and many with little or no casting experience using these sites to find voice-over actors. Keep in mind the potential contacts you'll communicate with or provide auditions for have varying degrees of experience.



The variety of work and amount of content available in today's voice-over field have grown. Online casting sites have kept pace with this and offer access to many types of voice over opportunities.

There are several online casting sites out there and more are added frequently. The longest running include Voice 123 and Voices.com. Keep in mind that each site will have its own unique pricing structure and in some cases, algorithms that determine how many opportunities you will have when working through a specific site. Choose the site(s) that fits your needs, habits, and life schedule.

There are other unexpected benefits from using online casting sites. Examples include exposure to voice over jobs and staying current with client trends and needs, having another place to be found, and ensuring your home recording capabilities are strong.



As an important note, though online casting is a viable path to potential work opportunities, it is not an easy way or the only way to source voice over work. Doing your own lead generation through research, direct marketing, involvement in communication organizations whose members cast voice actors, and relationship building continues to be strong pathways to work opportunities as well.

Congratulations!

It looks like you read this entire publication.

We sincerely hope the information is helpful!

Now, we invite you to join us for a **live, web-based behind-the-scenes** introduction to the voice over field.

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