

2 - VO NICHEs

Each niche has its own audience, producers and requires different skills. Start with one to two... then branch out.



Commerical



These are approximately 30-60 seconds in length and played on the radio, TV or new media. Most, but not all, auditions come from agents. This niche requires conversational tone and the ability to sound very personal and real.

Animation



Animation requires crazy acting and improvization skills! These are the voices behind all the cartoons and animation. Having a wide range, great comedic timing, and a wacky personality is important.

Video Game



Not all games have voices, but a lot do. These games can range from crazy, animated characters to fantasy characters (who take themselves very seriously) to characters straight out of a movie. You'll need excellent acting technique, dialects, and learn how to voice action sounds, screams, and deaths.

E-Learning



E-Learning is a huge field. An agent is not required, but you'll need to get your demos in front of the people who hire. Examples: medical narration, online schools, HR trainings, any video for business.

IVR/Telephony



Interactive voice recording and telephone messages. It can be as quick as 270 words or every prompt for a call-in banking system. On-hold messages are common. The larger gigs are similar to Siri or Alexa. Some is voiced by people and then generated by computer.

Promo



Promos are the high energy, "Tonight... on NBC" or "Coming up next..." This niche requires energy, focus and the ability to keep that energy up throughout the take while competing with the music and other sound clips. Many promo jobs, but not all, need to be completed within a

Audiobooks



Audiobooks are their own world. Narrating an audiobook can require hours of preparation, creating character charts, communication with the author/publisher and then potentially editing the book before submitting. Take a class before attempting! It's the marathon of the VO world.



POLITICAL

You'll need to convey trust and emotion. You'll need to decide which political party to voice.



RADIO IMAGING

These are all the prompts on radio stations. "Jack FM. Playing what we want."



TOYS

Think of all the toys these days that make noise! Demo needs to reflect wide range of characters.