

Voice-Over Marketing *Time Bites*



*How to get some great
voice-over marketing done
when you have limited time*

—○—
with

MAXINE DUNN

Voice-Over Marketing Time Bites, Levels 1-5 by Maxine Dunn

Hello fellow voice actor!

If you're wondering how you can squeeze some voice-over marketing into your busy day, I'm here to help!

I know how it can feel overwhelming at times...

You have family responsibilities to attend to, emails to return, doctors' appointments, kids' activities, scripts to rehearse, auditions to respond to, voice-over sessions to record, accounting, bookkeeping and invoicing to take care of... not to mention all the OTHER aspects of life that are calling for your attention.

Who has the TIME to do any voice-over marketing?

And what the heck IS voice-over marketing, anyway?

If this feels like I'm describing you, I want you to know that I'm here to help, RIGHT HERE, RIGHT NOW, with your voice-over marketing.

You CAN do this!

You DO have the time and resources to market your voice-over business.

And it doesn't have to be hard or take enormous amounts of your time.

So first, let me just give you the quickie definition of what marketing is:

Marketing is the planned process of developing business relationships, over time.

I'll say that again: Marketing is the planned process of developing business relationships, over time.

That said, you need to know that if you don't do any marketing, your voice-over business will either get off to a rocky start, or, if you're already a working voice actor (and don't bother to do any marketing) it will eventually dwindle away.

Voice-Over Marketing Time Bites, Levels 1-5 by Maxine Dunn

Marketing, client outreach, and sustaining great client relationships are the LIFE BLOOD of your voice-over business. So please give them the attention they deserve.

You'll be very glad you did!

And let me be clear about this particular document:

This "Voice-Over Marketing Time Bites" PDF outline I've created that you're reading here is NOT an in-depth voice-over marketing course.

If you want a comprehensive, step-by-step voice-over marketing plan, you should get my self-guided, online voice-over marketing course: "Voice-Over Marketing Made Easy."

You can read all about it by visiting this website:

www.voiceovermarketingmadeeasy.com

The resource you're reading here is simply a tip sheet to give you good ideas of HOW to use your daily time – whether you just have a mere 10 minutes in a day to devote to marketing, 20 minutes or an hour or more.

And YES, you CAN get some marketing done in just 10 minutes! So you see... you have NO EXCUSE not to engage in client outreach. Period.

In other words, I don't care if you only have 15 minutes to spare in a day to devote to marketing.

The fact is, you HAVE time to market (and grow!) your voice-over business.

It can be those little, itty-bitty bites of time that you devote to caring about, and getting in touch with your clients and prospective clients, that can make ALL the difference in your voice-over business.

If you say you "don't have time to do any marketing," you're just making excuses.

Voice-Over Marketing Time Bites, Levels 1-5 by Maxine Dunn

This free Special Report, "Voice-Over Marketing Time Bites," is to give you simple, specific, marketing activities to engage in, no matter how *little*, or how *much*, time you have available in a day.

Here's how I've structured this simple program:

It consists of five levels of marketing "involvement."

Meaning how LONG you're going to engage in marketing (i.e. enhancing existing client relationships, introducing yourself to new clients, researching potential clients, etc.) each day.

So let's just jump right in, shall we?

Here are the five levels of "Voice-Over Marketing Time Bites" I'm referring to:

- Level 1: 10-15 minutes
- Level 2: 20-30 minutes
- Level 3: 30-60 minutes
- Level 4: 60-120 minutes
- Level 5: 2-4 hours

And before I launch into these Voice-Over Marketing Time Bites, I want to take a moment to expound a little FURTHER on what marketing activities are and what marketing your voice-over business means.

Ready?

Everything you do to locate, engage with, acquire, maintain, and expand your client and customer relationships – is marketing.

Okay, now that we've got that clear, let's get started!

Voice-Over Marketing Time Bites, Levels 1-5 by Maxine Dunn

Following are specific activities you can engage in, whether you have just 10 minutes a day, or a few hours a day. These are voice-over marketing activities in "Time Bites" that, if you DO them, on a regular basis, will grow and strengthen your voice-over business.

Level 1: 10-15 Minutes - Voice-Over Marketing Time Bite

1) Telephone an existing client to say "Hello!" and touch base. Yes, actually CALL your client on the phone and say, "Hi! This is I'm just giving you a quick call to say hello! I've been thinking about you and wanted to just say HI!" You will be AMAZED at the positive response this kind of outreach creates!!

2) Email an existing client to say "Hello!" and touch base.

3) Send a (hand-written) Thank-You note (in the mail, with a stamp), to a recent client, your agent, or a voice-over friend who referred you for a job.

4) Post a comment on a voice-over client's Facebook business page, Twitter feed, or blog.

Level 2: 20-30 Minutes - Voice-Over Marketing Time Bite

1) Email a recent client (or recording studio engineer or voice-over coach) and ask for a testimonial to include on your website.

2) Turn on a local radio or television station and write down the commercial spots you hear: What products? What services? What type of voice-over is used? Length? Delivery? This information will help you discern WHO uses YOUR kind of sound and WHO you could be targeting with your introductory marketing emails or phone calls. Research what kinds of products, services and businesses are using your voice and delivery. This is a GREAT way to find your niche clients! Remember, a lot of marketing involves RESEARCH first!

Voice-Over Marketing Time Bites, Levels 1-5 by Maxine Dunn

3) Call three clients (or prospective clients), or an engineer you work with at a pro studio, and invite them out for coffee or a glass of wine or lunch. Your treat. (Remember: Marketing is about DEVELOPING RELATIONSHIPS.)

Level 3: 30-60 Minutes – Voice-Over Marketing Time Bite

1) Take time to plan out a GORGEOUS promo postcard that you'll design and order TODAY, and send out next week to ALL your existing clients. Here's what to include on your postcard:

Create a 5 x 8 postcard that (bullet-point) showcases your expertise, voice print, vocal skills, contact information, short client list, testimonial and call-to-action, as well as a fun anecdote. Great postcard production sites are: www.modernpostcard.com, www.moo.com, and www.vistaprint.com.

2) Send an email to your best clients letting them know you're striving to have all your clients have a "Level 10" experience with you. Ask for their feedback on your service and what it would take to have a "Level 10" experience with you. Ask for specific ideas on how you could improve your service to them.

Level 4: 60-120 Minutes – Voice-Over Marketing Time Bite

1) Mail a \$5 - \$10 Starbuck's gift card and sincere Thank-You note to all the receptionists who've answered your gazillion phone calls over the months and years!

2) Write to EVERY CLIENT YOU HAVE and ask them for a referral. That is, ask them to recommend you to someone else! If you need help with this, be sure to check out my Voice-Over Business Templates Package (www.maxinedunn.com/store) where I provide you with the EXACT letter template I use to ask my clients for referrals. Asking for referrals, works. I'll repeat that: ASKING FOR REFERRALS TO GROW YOUR BUSINESS, WORKS!!

3) Compose emails today to offer your best clients a "no-cost up-sell" to increase your value with them. For example: Offer your on-hold messaging

Voice-Over Marketing Time Bites, Levels 1-5 by Maxine Dunn

clients two or three free, holiday messages to include with their on-hold messaging, (for instance: Mother's Day, Christmas and New Year's messages). Offer free pick-ups for 10 days following audio file delivery to your best clients. Think of ways to increase your value to your clients, without increasing their cost.

Level 5: 2-4 Hours – Voice-Over Marketing Time Bite

1) Research advertising agents (or video production companies, etc.) who could hire you for voice-overs:

Google (for example) Chicago Advertising Agency Directory. (You might get this great site to peruse! <http://www.redbooks.com/top-chicago-agencies>)

Carefully go through the directory list and click on ad agency websites and research them. Take your time!

Discern which agencies obviously create media that uses voice talent.

Zero in on a specific agency that uses voice talent.

Research their website IN-DEPTH: Read every word on every page, watch every demo, read every staff bio, learn everything about them that you can.

Call the agency and follow my directions on cold-calling a new client. (Need scripts, tips and ideas for calling new clients? Be sure to get my Voice-Over Business Templates Package. My templates package saves you time, big time! Read about it on my website Store page: www.maxinedunn.com/store)

2) Go through your client contact-management database and pick three clients to send an interest-specific communication to:

If you know one client loves bird-watching, purchase and send them a greeting card with a beautiful bird picture on it, or email them a gorgeous bird picture or story.

Voice-Over Marketing Time Bites, Levels 1-5 by Maxine Dunn

If you have another client who you know travels all the time for work, send them a neck pillow, a lavender eye mask or a classy leather passport case.

If you have a client who has lots of kids or grandkids, send him a beautiful picture frame and a heart-felt Thank-You card.

In other words, get PERSONAL with your client contact and take the time (yes it can take TIME) to research what they love, and then send them something that fits with that specific interest.

Whether you have just a few minutes a day, or find that you have the afternoon off and can devote more time to your marketing and client outreach, the time you spend paying attention to your clients and your marketing is GOLDEN TIME.

Your voice-over client relationships are like any of your relationships in life: With your family, with your money, with yourself, with your home environment, with your friends...

When you pay attention to things, they flourish and grow, get stronger and become more meaningful to you.

Your voice-over business relationships and your voice-over marketing are no different.

Take 10 minutes a day. Or take 3 hours a day. But do take time to use these "Voice-Over Marketing Time Bites" to your best advantage.

Keep your standards high and work hard.

And, as always, please email me directly if I can be of any help to you and your voice-over career.

With love and blessings to you!

Maxine Dunn
maxine@maxinedunn.com
www.maxinedunn.com