

## Choosing Good Voice Talent For Your Project

A quality voice over person can really improve an audio project, whether you are talking about an audio book, a corporate video, a radio commercial, or any other genre of project in which you want people to listen to a message. But how can you know when you are listening to a good voice-over artist? There are several things you should think about, of course, if you have the money and the time and the knowledge to do that. However, since time is often in short supply and you may not have the resources to do a national search and use all the time you need to make a decision, remembering a few basic things can help you hire the best person for your project.

Remember your audience. When it comes to employing an actor, you have to consider more than which voice you find most personally appealing. You have to consider what your audience will find appealing – and what they will find believable. If you are convinced you can sell more radiator-fluid by letting your clients hear a happy female voice, then that is the person you should pick. Perhaps all the other radiator fluid stores are using guys who sound like mechanics and you think this will help your store get noticed. However, if you think they are more likely to listen to a guy who sounds like a mechanic, then use that one.

Make sure your actor has your best interest at heart. This isn't as fluffy as it sounds. As wonderful as what they do as some of them may be, they are probably acting for money. They aren't voicing your project because they think you're going to save the world from fluidless radiators and they think that is a good cause: They are voicing your project to get paid. However, they should be concerned about the quality of the product they are giving you. Therefore, they should be able to listen to you and make sure they know what you want before they proceed. If you are interviewing an actor and he or she doesn't seem to hear what you're in need of, then no matter how good a fit for your product the voice is, they won't give your needs much thoughtful consideration.

They should understand the relevance of timing. Many voice-over artists get by on great voice. For some projects, this may be all it takes. But if your project needs dramatic pauses, inflection and emotion, then make sure the person you're looking at has that sort of range. The way you pull that off, of course, is two-fold. To start with, you have to conduct interviews. Run them through situations that are similar to what you are going to need. The 2nd part of that, ideally, is for you to know your own project well enough to know what you need from them. Don't expect that he or she will automatically know what you need. After all, every project has different requirements.

Your project deserves the best treatment that you are able to give it. If you have set aside the money to hire a voice actor, then make sure you set aside the time to ensure you're getting the right one for the project. After all, vocal talent is not created equal. Some are better, and some are better for your project.

### About the Author

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