



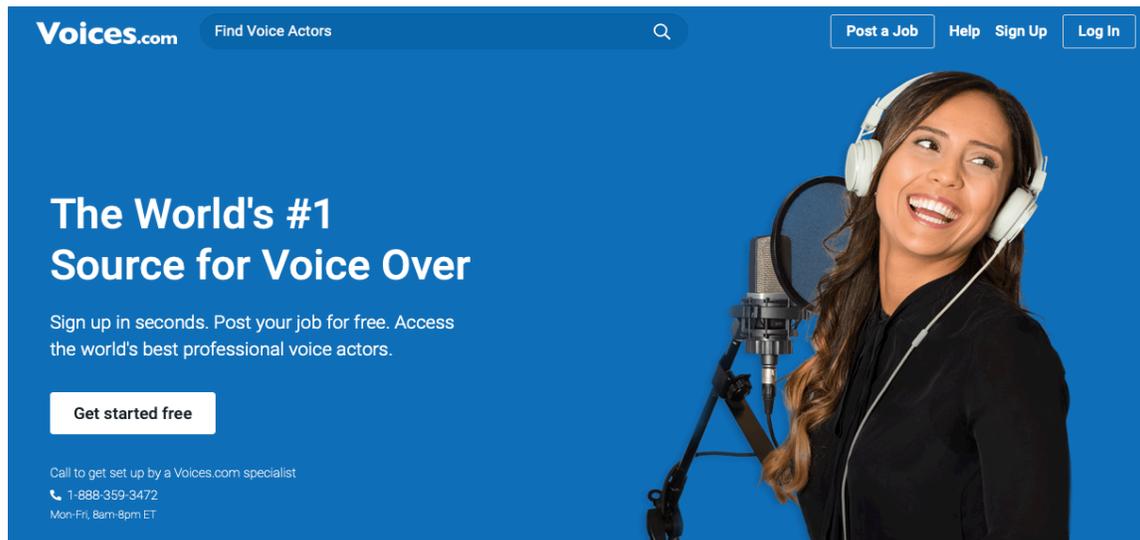
## 2. Subscription Sites (aka Pay-to-Play)

I hate the term Pay-to-Play or P2P. That's an old reference to the bad old days when there were shysters everywhere who would sell you stories of great success if you'd only pay them a little up front. The legit *subscription sites* of today are nothing like that. The big ones like Voices.com, Voice123.com and Bodalgo are completely legitimate ways of finding voiceover work.

My favorite is Voices.com. I find the majority of my subscription work through Voices.

However, this STILL means you MUST have the following in professional order:

- Website
- Demos
- Communications channels (inbound and out)
- Solid and consistent social media presence



### 3. Your own marketing efforts cont.

I am listing this again for a good reason. I want to add cold calling to the mix, but I believe this is a less effective manner of finding work than through email. Not sure why... there probably is some psycho-analytical explanation behind it all – but I believe that email marketing is more effective these days over cold calling. That is not to say that cold calling will NEVER work. It's just that for me and my efforts I have seen a much better return on emails than on cold calling.

As always, this means you MUST have the following in professional order (are you seeing the pattern yet ☺):

- Website
- Demos
- Communications channels (inbound and out)
- Solid and consistent social media presence



## 4. Other online possibilities

There are a number of ways to find jobs from other online tools. Google searching is a great way to find production companies or other content creator categories whom you can email or cold call. I have heard of folks getting voiceover work through Craigslist, though I have never found work there personally. There are the gig market sites like Indeed and Upwork, though once again I have to admit I have never spent much time there myself. The time I have spent on these sites seemed to indicate that the majority of work was very low pay. This is why I do not recommend them as a high possibility of success. You can look here, and you may find success.

One place that I have not mentioned yet is Fiverr. Like the above, this strikes me as a very low paying probability. So why do I list these at all? Because there ARE VO job listings on these sites. And YOU might find GREAT success here. Give it a shot! You never know!

But don't forget, this means you MUST have the following in professional order (☺):

- Website
- Demos
- Communications channels (inbound and out)
- Solid and consistent social media presence



Search Google or type a URL



## 5. Agents

So... why am I listing agents last? Well quite honestly, in my experience the majority of voice actors cannot even GET an agent. Much less find work through an agent. Now I know many will argue that seems very narrow minded. So be it. And please know this is NOT a slight or insult to agents. Agents and agencies are limited. They only have so many people they can hire as agents. Which means they are also limited on the number of talented individuals they can represent. If they have one or two or three or more of a 20-40-year-old guy next door voice actor... do you really think they will take on another to represent? Even if they do, will they be able to find them work?

Now this also DOES NOT mean that there isn't enough work to go around!

Remember, agencies are limited to how many people they can hire and who can work as agents. That agent is only going to be able to contact X number of studios and production companies and will only be able to field X number of actual voiceover jobs. That means there are quite literally HUNDREDS if not THOUSANDS of other job opportunities that are NOT handled by agencies!

How can I say this with any amount of credibility? Because for the last almost decade I HAVE found these jobs and worked them, and I am making a damn good living off of this work!

These other non-agency jobs are handled either by the production company or studio itself or they are filtered through a subscription site – in which cases I am there ready to swoop in and take the call from the production house OR audition through my subscription site! NO AGENT REQUIRED!

But if you want to try for an agent go right ahead. They can help negotiate rates and field all the communication for you. Give it a shot if that's what you want!

