

Vocal Visionary: Transforming Creativity into Clients

Unconventional Strategies for Finding Voiceover Gold Mines

Introduction

Stop fighting for scraps on the usual platforms. While other voice actors crowd mainstream casting sites, you'll discover how to find and approach clients who aren't being bombarded by auditions. This guide reveals strategies for finding voiceover opportunities in unexpected places.

Strategy Complexity Rating System

- ★ = Basic, requires minimal tech skills
- ★★ = Some digital literacy needed
- ★★★ = Intermediate tech skills required
- ★★★★ = Advanced digital marketing knowledge helpful
- ★★★★★ = Technical expertise required

Section 1: Following the Money

Award Show Mining ★★

Companies that win (or even just enter) marketing and advertising awards often have:

- Healthy marketing budgets
- Desire to maintain their competitive edge
- Need for ongoing content creation

Implementation Strategy:

1. Track regional and national advertising awards:
 - Clio Awards
 - ADDYs (American Advertising Awards)
 - Telly Awards
 - Regional advertising club awards

2. Create a monitoring spreadsheet:

Company Name | Award Category | Project Type | Contact Research | Follow-Up Status

3. Focus particularly on:

- First-time winners (hungry for more success)
- Multiple category winners (consistent content creators)
- Rising stars (companies moving up in award tiers)

Funding Announcement Tracking ★★ ★

Tools Needed:

- Crunchbase account (free version works)
- Google Alerts
- LinkedIn Sales Navigator (optional but helpful)

Process:

1. Set up alerts for funding announcements in:

- EdTech companies (e-learning opportunities)
- Marketing technology
- Content creation platforms
- Training and development companies

2. Create targeted lists when companies receive:

- Series A funding or higher
- Major expansion announcements
- New product launch funding

Qualification Worksheet:

Funding Details:

- Amount Raised: \$ _____
- Funding Round: _____
- Announced Date: _____

Company Analysis:

- Current Content Types: _____

- Potential VO Needs: _____

- Decision Maker: _____

Action Items:

- ☐ Research current content
- ☐ Identify voiceover usage
- ☐ Find team connections
- ☐ Craft targeted pitch

Section 2: Digital Footprint Analysis ★★★★★

App Store Intelligence

Target: New apps requiring voiceover for:

- Tutorials
- In-app guidance
- Marketing videos

Process:

1. Use App Store optimization tools (AppFollow, SensorTower free tier)
2. Filter for:
 - Apps with video tutorials
 - Educational apps
 - Corporate training apps
 - Games with narration

Contact Strategy Template:

Subject: Enhancing [App Name]'s User Experience

Hi [Name],

I noticed [App Name] in the [category] and was impressed by [specific feature].

As a voice actor specializing in [relevant niche], I've helped similar apps

increase user engagement by X% (if you have this data point, if not, leave off the %) through professional narration.

Would you be interested in discussing how [insert unique descriptor] voiceover could:

- Reduce user onboarding time
- Increase tutorial completion rates
- Enhance brand perception

Best,

[Your name]

Section 3: Local Gold Mines ★

Chamber of Commerce Mining

Most voice actors ignore local opportunities, creating an opening for you.

Target Events:

- New business welcomes
- Marketing awards
- Business expansion announcements
- Innovation showcases

Action Plan:

1. Join local chamber(s) of commerce
2. Attend monthly mixers
3. Request member directories
4. Monitor business celebration events

Local Business Qualification Checklist:

- ☐ Has marketing department/budget
- ☐ Creates regular content

- ☐ Shows growth/ambition
- ☐ Has online presence
- ☐ Uses video content
- ☐ Regional/national reach

Section 4: Industry Evolution Tracking ★★ ★

Conference Speaker Mining

Strategy: Track speakers at industry conferences - they're often decision makers with budgets. They may also be creating content for their presentations and need your unique vibe to round out their speaking package.

Focus Areas:

- Marketing conferences
- E-learning symposiums
- Corporate training events
- Digital transformation summits

Research Template:

Conference Details:

Name: _____

Date: _____

Location: _____

Speaker Analysis:

Name: _____

Company: _____

Topic: _____

Content Type: _____

VO Opportunity: _____

Follow-up Plan:

- ☐ Connect on LinkedIn
- ☐ Comment on presentation
- ☐ Share relevant case study
- ☐ Direct outreach

Section 5: Advanced Digital Strategies ★★★★★

Marketing Tech Stack Analysis

Tools Required:

- BuiltWith.com account
- LinkedIn Sales Navigator
- Hunter.io or similar

Process:

1. Identify companies using:
 - Video hosting platforms
 - Learning management systems
 - Content management systems
 - Marketing automation tools
2. Create targeting filters:
 - Company size
 - Technology spend
 - Content volume
 - Geographic region

Prospect Scoring System:

Technology Score (1-5):

- ☐ Video platform
- ☐ LMS system
- ☐ Marketing automation
- ☐ Content management
- ☐ Social media tools

Content Score (1-5):

- ☐ Regular video content
- ☐ Training materials
- ☐ Marketing campaigns
- ☐ Social media presence
- ☐ Website multimedia

Budget Indicators (1-5):

- ☐ Tech stack investment
- ☐ Marketing team size
- ☐ Content frequency
- ☐ Production quality
- ☐ Industry position

Total Score: __/75

Minimum Viable Score: 45

Section 6: Opportunity Qualification Framework

Quick Qualification Matrix

Rate each prospect 1-5 in these categories:

1. Budget Indicators:

- Marketing team size
- Current content quality
- Technology investment
- Industry position
- Growth trajectory

2. Decision-Making Structure:

- Clear hierarchy
- Accessible decision makers
- Content creation process
- Procurement system
- Project approval flow

3. Content Needs:

- Regular content creation
- Multiple content types
- Ongoing projects
- Quality requirements
- Brand voice importance

Qualification Scorecard:

Company: _____

Date: _____

Budget Indicators Score: __/25

Decision Structure Score: __/25

Content Needs Score: __/25

Total Score: __/75

Pursuit Decision: Yes/No/Maybe

Next Steps:

- ☐ Research phase
- ☐ Initial contact
- ☐ Proposal stage
- ☐ Follow-up plan
- ☐ Relationship building

Section 7: Outreach Templates and Systems

First Contact Email Template

Subject: Enhancing [Company]'s [Specific Content Type]

Hi [Name],

I noticed [Company] is [specific observation about their content/growth/achievement].

As a voice actor specializing in [relevant niche], I've helped companies like

[similar company type] achieve [specific benefit] through professional narration.

Would you be interested in a brief conversation about how [unique adjective describing your style/delivery that is also relevant to the company's needs/brand] voiceover could help you:

- [Benefit 1]

- [Benefit 2]

- [Benefit 3]

Best regards,

[Your name]

P.S. Here's a quick sample of my [target industry] work.: [Link]

Follow-Up System

Create a simple tracking system:

Contact Tracking Sheet:

Name: _____

Company: _____

Initial Contact Date: _____

Follow-up Dates:

1. _____

2. _____

3. _____

Response Status:

- ☐ No response
- ☐ Opened
- ☐ Replied
- ☐ Meeting scheduled
- ☐ Project discussion
- ☐ Not interested

Next Action: _____

Due Date: _____

Implementation Strategy

30-Day Launch Plan

Week 1: Setup

- Create tracking systems
- Set up monitoring tools
- Build initial prospect list

Week 2: Research

- Deep dive into 10 top prospects
- Prepare personalized outreach
- Set up follow-up systems

Week 3: Initial Outreach

- Send first contact emails
- Begin social engagement
- Monitor responses

Week 4: Follow-Up and Analysis

- Send follow-up messages
- Analyze response rates
- Adjust approach based on results

Success Metrics Tracking

Weekly Metrics:

New Prospects Identified: _____

Qualified Leads: _____

Outreach Messages Sent: _____

Positive Responses: _____

Meetings Scheduled: _____

Projects Discussed: _____

Revenue Generated: _____

Monthly Analysis:

Most Effective Channel: _____

Best Response Rate: _____

Highest Value Opportunities: _____

Areas for Improvement: _____

Remember: Success in finding voiceover clients isn't about reaching everyone - it's about reaching the right prospects in ways your competition hasn't thought of. Focus on quality over quantity, and always be testing new approaches while measuring results.