



CARRIE OLSEN

STANDOUT STRATEGY WORKSHEET

INTRODUCTION ↗

In a world increasingly populated by AI voices and voice actors who sound alike, your unique human perspective is your most powerful differentiator. This worksheet will help you identify your distinctive background, connect it to specific client needs, and articulate your unique value. Remember: Your distinctive background isn't something to minimize or hide—it's your greatest business asset.

SECTION 1: EXPERTISE INVENTORY ↗

List all professional expertise, personal experiences, and passionate interests that could potentially add value to voice acting clients. Don't limit yourself to obviously relevant experiences—sometimes your most valuable differentiator comes from an unexpected place.

Professional Expertise (jobs, roles, industries you've worked in)

1	
2	
3	
4	
5	

Personal Experiences (life experiences, identities, perspectives)

1	
2	
3	
4	
5	

Passionate Interests (hobbies, causes, subjects you're knowledgeable about)

1	
2	
3	
4	
5	

SECTION 2: VALUE ASSESSMENT

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For each item in your expertise inventory, answer these questions:

Area of Expertise/Experience	How might this create unique value in voice acting?	What insider knowledge do you have that others might not?	Value Rating (1-5)
<i>I was the class clown in elementary school.</i>	<i>Try to find the humor in scripts and try to share that humor with the client.</i>		

Value Rating: 1 = minimal advantage, 5 = major differentiator

SECTION 3: CLIENT CONNECTION POINTS ↗

Identify specific client types who would value your unique combination of experiences. For example, if you have healthcare experience, medical training companies might be a natural fit.

Client Type/Industry	Which of your expertise areas would they value most?	Why would this matter to them specifically?

SECTION 4: VALUE ARTICULATION ↗

Craft tailored value statements for your top 3 target client segments. Remember, if you're talking to everyone, you're talking to no one.

Target Client Segment #1	
Key Value Points	
Value Statement	

Target Client Segment #2	
Key Value Points	
Value Statement	

Target Client Segment #3	
Key Value Points	
Value Statement	

SECTION 5: IMPLEMENTATION PLAN

How will you incorporate your unique background into your voice acting business?

Three ways I'll update my marketing materials to highlight my unique value:

1

2

3

One way I'll adapt my audition approach based on my distinct background:

How I'll bring my unique perspective into my performance style:

"Your distinctive background isn't something to minimize or hide. It's your greatest business asset." - Carrie Olsen



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