



# THE CATEGORY OF ONE FINDER

5 Questions to Discover Your Unfair Voice Acting Advantage

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## Introduction

As voice actors, we often focus on the wrong things: the perfect microphone, the latest training technique, or mastering every genre. But what truly makes clients choose YOU over everyone else isn't technical perfection—it's your unique combination of experiences, perspectives, and skills that no one else can replicate.

This worksheet will help you uncover what makes you a "Category of One" voice actor—someone who isn't competing on the same terms as everyone else because you've created your own category.



## Before You Begin

Set aside 15-20 minutes of uninterrupted time. Be honest in your answers and resist the urge to filter your responses based on what you think "should" matter for voice acting. The most valuable insights often come from the experiences you've been overlooking.



## Question 1: The Unique Path

What unusual experiences or environments have you navigated that most voice actors haven't?

Think beyond obvious performance experience. Consider:

- Industries you've worked in
- Countries or cultures you've lived in
- Specialized knowledge you've gained
- Unique challenges you've overcome

**List at least three experiences that feel unique to you:**

1.

2.

3.



## Question 2: The Problem Solver

What specific problems have you solved repeatedly throughout your life or career?

These aren't voice-specific skills, but rather patterns in how you've added value in various contexts.

Examples:

- Explaining complex concepts simply
- Finding creative solutions under tight constraint
- Bringing calm to high-stress situations
- Connecting with difficult-to-reach audiences

**List at least three experiences that feel unique to you:**

1.

2.

3.



## Question 3: The Values Compass

What principles or values have guided your decisions, even when they were difficult?

Our deepest values shape how we approach our work and relationships. They influence our authenticity, which clients can sense.

**Identify two to three core values that you consistently honor**

1.

2.

3.

*Share a brief example of when honoring one of these values made a positive difference:*

## Question 4: The Translation Bridge

How might your unique experiences directly benefit specific voice clients?

Now let's connect your background to tangible client benefits.

→ Complete these "because of... I can..." statements:

Because of my experience with \_\_\_\_\_, I can help clients achieve \_\_\_\_\_.

Because of my knowledge of \_\_\_\_\_, I understand \_\_\_\_\_ that other voice actors might miss.

Because I've navigated \_\_\_\_\_, I bring a perspective that helps clients connect with \_\_\_\_\_.



## Question 5: The Category Creator

If you were to create a completely new category of voice actor that only YOU could fill, what would it be called and what would make it unique?

Be bold and specific here. Don't worry about sounding "professional" – focus on being memorable and distinctive.

→ Your Category of One might look like:

"The \_\_\_\_\_ Voice Actor Who \_\_\_\_\_"

For example:

- "The Former Kindergarten Teacher Voice Actor Who Makes Complex Information Feel Simple and Fun"
- "The Mechanical Engineer Voice Actor Who Brings Technical Authenticity to Industrial Narration"
- "The Rural Midwest Voice Actor Who Naturally Connects with Heartland Audiences"

**Your Category of One:**





## Next Steps

Congratulations! You've begun uncovering what makes you a Category of One voice actor. Keep in mind:

1. **Review Your Insights:** Look for patterns across your answers – what themes emerge?
2. **Test Your Positioning:** Share your Category of One statement with a trusted colleague. Does it feel both authentic to you and valuable to potential clients?
3. **Implement One Change:** Update one piece of your marketing (bio, email signature, social profile) to reflect this unique positioning.
4. **Join Me for More:** Ready to fully implement your Category of One advantage? Join my free workshop "Become a Category of One: The Legacy Brand Advantage for Voice Actors" on May 13<sup>th</sup> at 7:00 p.m Central, where I'll share the complete framework for turning your unique advantages into consistent bookings. [Register here](#).



## Share Your Journey

I'd love to hear what insights you've discovered through this exercise! Visit [carrieolsenvo.com/ep7](https://carrieolsenvo.com/ep7) to leave a voice message sharing your Category of One.

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