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1. BUSINESS DESCRIPTION

Business Description

Your business is likely a voice-over and audio production company that serves some of the world's largest corporations and broadcast entities to complete custom audio productions such as radio and television commercials, telephone system recordings and voice-overs for business presentations. It is important to be able to clearly and concisely describe your business to make a good first impression.

The Opportunity

Just how big is the opportunity for you and your voice over business? In recent years, cost – effective manufacturing of digital recording equipment has allowed you as a freelance voice-over talent to invest in high-quality recording equipment at a reasonable price. Be sure to serve both your local market and companies abroad using the Internet to produce professional recordings and quick turn around at a reasonable price.

The Market

What's the landscape like for you as a voice talent? The research firm, Common Sense Advisory, stated for 2005 that the total industry revenue for the language services industry, including language translation and voice-over recording, was more than $8.8 billion worldwide in 2005 and is expected to reach over $12.3 billion by the end of the decade.

Products

How will people know what you can do for them? Jot down all the services you offer such as voice-over recording, digital audio editing and copy writing services to clients from around the world. This basic principle of value-added services and 100% customer satisfaction will act as the foundation for the delivery of audio productions provided by your company.

Existing Clients

Include the names of past clients with whom you have already worked with, for instance, you might opt to select a variety of companies to demonstrate your versatility such as (as examples only) The Sears-Roebuck Foundation, TGI Friday's, Michelin, PBS, NASA, LPGA, Pampers, Saks Fifth Avenue, UPS, The City of Chicago and many more.

2. PRODUCTS AND SERVICES

2.1 Description of Services

Most voice over businesses provide three complementary services; professional voice-over recordings, music production and copy writing services. Do you offer all three? Do you offer other services as well? Think carefully about what you personally can offer without relying on someone else and promote those items as your core service offering.

2.2 Voice Over Recordings

How do you define your service offering as a voice actor? Consider the following: A “voice-over” is defined as the voice of an unseen narrator, or of an onscreen character not seen speaking, in a movie or a television broadcast. The voice-over may be spoken by someone who also appears on-screen in other segments or it may be performed by a specialty voice actor. Voice-over is also commonly referred to as "off camera" commentary.

Here is a list of many applications voice over is used for. These keywords, I hope, will not only give you a list to use but also introduce you to new revenue streams to pursue. A voice actor may provide voice-overs for television commercials, television station promos, radio commercials, radio station promos, podcasts and Internet broadcasts, telephone system recordings, voicemail messages and on-hold marketing programs, recordings for business presentations, educational videos and documentaries as well as movie trailers, character voices for cartoons, video games and computer games.

2.3 Digital Audio Editing

Are your recording and editing skills up to snuff? Audio post-production is now more a process of elaboration and embellishment than a process of necessary correction and repair. Although broadcasts are sounding better, the production can be greatly enhanced to sound more like a polished broadcast. The objective is to make a broadcast flow seamlessly from one segment to the next and the key is outstanding digital audio editing.

2.4 Copy Writing

Skilled at putting words into your mouth? A professional sounding audio production is likened to the audio aired in a news cast or documentary. The script is written out and rehearsed prior to recording. Generally a broadcast may have particular themes that are explored in sequential order, demanding more structure and precision. Copy writing is the art of crafting words.

2.5 Key Enablers

- Offering value-added services
- Ensuring 100% customer satisfaction
- Mastering industry standard digital audio editing software
- Expanding knowledge of all areas related to audio recording
- Committing to career development through workshops, seminars and conferences
- Adapting to change, developing new skills and applying knowledge

3. THE MARKET

3.1 Existing Problems

Why is hiring voice talent online so appealing? Small business from around the world depend on effective marketing initiatives and have turned to new media to communicate with their existing customers and to acquire new customers. While it may be easier to spread the message, recording it is not as simple. Many small business owners and those managing new media channels have limited technical production skills become frustrated when trying to record the voice over themselves and are overcome by inflated costs working through expensive agencies and have even cancelled projects due to poor planning and missed deadlines.

3.2 Market Needs

Small businesses need a simple solution to the recording, editing and delivery of voice-overs. Managers require fast, reliable freelancers that they can depend on when a project requires a voice-over. If a written script is required, many small businesses appreciate a voice actor that will do the research and writing. Finally, businesses need the peace of mind that comes with knowing the work is backed-up and hosted in a secure location.

3.3 The Solution

Your voice over business should be able to satisfy the needs of organizations, whether large or small, delivering an easy, fast and reliable way for people to complete their voice-over recordings. When a client is facing tight budgets and looming deadlines, you will provide a simple solution to getting work done on time and within budget.

3.4 Market Size

As was mentioned earlier in this guide, Common Sense Advisory recently stated for 2005 the total industry revenue for the language services industry, including language translation and

voice-over recording, was more than $8.8 billion worldwide in 2005, and is expected to reach over $12.3 billion by the end of the decade.

- Common Sense Advisory, 2005

Based on industry research from AFTRA (American Federation of Television and Radio Artists), there are 300,000 union voice talent in North America. Additionally there are an estimated 1,000,000 non-union voice talent who are semi-professional and are also providing voice-over services on a freelance basis. This totals more than 1,300,000 professionals servicing the industry.

- Estimates provided by Voices.com, 2007

Announcers held about 69,000 jobs in 2004. About 57 percent were employed in broadcasting. Another 27 percent were self-employed freelance announcers who sold their services for individual assignments to networks and stations, to advertising agencies and other independent producers, or to sponsors of local events. About 30 percent of all announcers worked part time.

- U.S. Department of Labor, Bureau of Labor Statistics, 2004

3.5 Major Players

- ACTRA (Alliance of Canadian Cinema, Television and Radio Artists)
- AFTRA (American Federation of Television and Radio Artists)
- SAG (Screen Actors Guild)
- TAMAC (Talent Agents and Managers Association of Canada)
- Voices.com (The Online Marketplace for Voice Talents)

3.6 Target Market

- Marketing Departments for Small and Medium Sized Businesses
- Advertising Agencies
- Talent Agencies and Casting Directors
- Recording Studios and Audio Production Facilities

3.7 Market Segmentation

Types of voice-over recordings by percentage completed at Voices.com in 2007

3.8 Emerging Market Trends

- **E-Recruiting**

Relevancy: Outsourcing audio production to your business, a specialized service and leader in the field.

Research: The world's largest companies are looking to the Web for their recruitment and placement needs. The worldwide market for "eRecruiting services" is expected to generate nearly $15.7 billion in revenues by 2006 (IDC, 2002).

- **Podcasting**

Relevancy: Podcasting technology allows businesses to create their own radio shows and reach their target audience. Your professional voice over business will eliminate the technological hurdles, allowing businesses to reap the rewards of delivering unique audio content to their customers on a more personal level.

Research: 50 million units sold worldwide, the iPod has a 90% market share in the hard disk-based media players - *June 2006, Streaming Media.* 12.3 million households will synchronize podcasts to their MP3 players - *The Future Of Digital Audio - March 2005, Forrester Research*

- **Satellite Radio / HD Radio**

Relevancy: For the past decade, radio stations have been replacing analogue equipment with state-of-the-art digital technology and systems. Your service will deliver broadcast-ready digital files formatted to the station's specifications.

Research: 20.1 million households will listen to satellite radio - *The Future Of Digital Audio - March 2005, Forrester Research*

- **Audiobooks**

Relevancy: Book publishers, and most recently newspapers and magazines are converting their content into an audio format that is easily digestible, and connects with listeners on a more intimate level.

Research: Veronis Suhler Stevenson stated that the far larger marketplace of words is a $41 billion opportunity in digitizing newspapers, magazines, and books. - *Veronis Suhler Stevenson March 2006*

3.9 Competitor Analysis

	STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
Your Business				
Voices.com				
Other Websites				
Voice Talent Agencies				
Other Voice Talents				

SWOT analysis of sources for voice over talent.

3.11 Competitive Advantage

Competitive advantage is a direct result of quickly establishing exclusive partnership agreements with complementary businesses and web services. Consider engaging into discussions with key players within the industry.

4. INTERNET MARKETING STRATEGY

An effective Internet marketing strategy is one of the keys to a successful voice-over business. Your business will be taking a multi-pronged approach to ensure positive results.

4.1 Key Marketing Tactics

- Promotional website
- Search engine optimization
- Paid search engine marketing
- Online public relations
- Article writing
- Podcasting
- Social networking

4.2 Promotional Website

Maintain an aesthetically pleasing and current website that promotes your voice. Secure your own domain name, i.e. www.your-name.com in addition to having a website at Voices.com.

4.3 Search Engine Optimization

Optimize your website for the search engines. If you are on Voices.com, the work has been done for you, however, you can always keep adding to your website to keep it fresh and liven up your profile for people searching by keyword.

4.4 Paid Search Engine Marketing

Advertise your services using Google AdWords, banner advertising on websites related to your service offerings, and seek to be found anywhere and everywhere, perhaps investing in link directories like the Yahoo! Directory and others.

4.5 Online Public Relations

Send out press releases announcing any news that you may have, large projects you have worked on, awards won, or partnerships pursued.

4.6 Article Writing

Write a blog about what you're up to and share stories about your voice acting career. Be sure to link to your primary and secondary website as well as present readers with samples of your voice and a way to get a hold of you directly via email or phone. Comment on other blogs, whether those of other voice actors or blogs from outside of the industry.

4.7 Podcasting

Become known within the voice acting community by participating or being interviewed on Internet radio shows also known as podcasts. The more contacts you make the better, and the more you contribute, the more notoriety and credibility you build.

4.8 Social Networking

Connect with people through Social Networking sites such as Facebook, MySpace, and LinkedIn.

5. BRANDING STRATEGY

Your personal branding is very important, and if successfully mastered, it will set you and your offerings apart. Many professionals choose to keep their real names, however, selecting a stage name is also an option. This gives you the freedom to create a unique voice-over persona and will help separate your work from your home life. You can select a memorable name, a unique name, basically any name that you feel suits you and is in line with the services you provide. Be sure to select a name that is easy to remember, easy to say and spell, and is non-offensive to others. Check to see if the name you would like to use is available, and if no one else has it, look into your own personal website. If the domain name you desire is available, you have an opportunity to purchase it and secure your brand name on the Internet.

5.1 Brand Strength

Branding your voice-over business is one of the most important objectives that you will achieve before you market and promote your voice. Effectively branding your business will send consistent messages to your audience, establishing your brand image and purpose.

By taking the time to plan and brand well in advance of the release of your first voice-over demo, your efforts will go a long way and quickly differentiate your demo from similar offerings. Selecting a name for your company, securing a domain name for both your voice-over website and blogger, picking colors, creating a logo, language, music, sound effects, slogans, and voice-over imaging are all important aspects of branding your voice-over career.

Components of a Strong Brand

- Brand image
- Brand recognition
- Brand reputation

5.2 Drafting Your Vocal Description

A crucial aspect of your personal branding includes the way that you describe your voice and your services. A client should be able to learn about you in as few words as possible. Summa-

rize your offerings, about 15 words or less to keep client interest, particularly when you are promoting yourself in advertisements or at a voice-over marketplace. When you have your vocal description completed, start thinking about a phrase that best reflects your voice-over services. A slogan is a powerful and memorable device that will serve you well if properly crafted and placed.

Writing your vocal description is a necessary step in the branding process. When you are drafting the description of your voice, make sure that it features your strengths, specialties, and unique characteristics. This description should be no more than two to three sentences long.

5.3 Selecting a Name

When selecting a name, be sure that the name of your business reflects you as a professional voice-over talent. For example, your name could be Jane Doe Voice-overs, Jane's Voices, or Johnny Voice-over. Make sure that the name you choose is also available as a domain name online. Try to make your name unique but easily understood and recognizable.

5.4 Brand Colors

When choosing colors to represent your voice-over services, it is important to select complementary colors, that is, colors that go well together. Once you have picked the colors that you will brand your services with and use on your website, create a logo incorporating those selections to further brand your voice visually.

Colors often have certain emotions or connotations associated with them, for instance, the color yellow is often associated with the sun, cheerfulness, and innovation, whereas blue may be associated with the sea, tranquility, and freedom.

If your business already has an official color(s), you may wish to incorporate those same colors into your branding scheme for the website.

5.5 Creating a Logo to Brand Your Visual Identity

A logo is the most readily available representative of your voice. Your logo can accompany press releases, be used as a link to your site, for advertising purposes, and give potential audiences a glimpse at what you and your voice are all about even before listening to your demo.

Logos are very important. When designing your logo, remember that it is often the first impression of your voice. Bearing this in mind, your logo should be friendly to all age groups and sized appropriately, making sure that it does not take up more than the normal allotted dimensions for logos. Incorporate the colors that you chose for your voice to further enhance and unify your visual branding.

If need be, you can outsource logo design to a freelance graphic designer or firm. If you are able to design your own logo, tools such as Macromedia Fireworks and Adobe PhotoShop are good programs to achieve your branding goals. If you already have a logo, you could further brand your image by incorporating your business logo or design a variation of your corporate logo to strengthen and reinforce your brand.

5.6 Slogans and Tags

Take a good half hour or so to brainstorm slogans and tag lines for your voice-over services. These short snippets can be used to instill, validate, and affirm your brand. Perhaps you will use your slogan on your website, business cards, and in your demos. A good example of slogan branding is the tag line that Bob Barker on The Price Is Right says at the end of each episode, “Get your pets spayed or neutered”. A bit quirky, yet memorable and forever synonymous with the show.

5.7 Key Points About Branding

In this chapter, we talked about how important it is to make your voice stand out by branding all aspects of your voice-over business. Refer back to this branding guide to as you progress in your planning. When inspiration strikes, have a good brainstorm and jot down as many ideas about your vision as possible and use the results to brand your voice-over business.

6. ADVERTISING STRATEGY

Web-services are sold and purchase mainly on a word-of-mouth and discovery basis, with relationships and previous experience being, by far, the most important factor. Voices.com's strategy is to initiate and develop conversations online, one-on-one with customers, as well as with the main stream media who will help announce new developments and citizen journalists, also known as bloggers, who can introduce the service and positively influence their peers.

6.1 Advertising

- Consider the whole picture including researching, planning, creating, reviewing, approving and testing advertisements and for placing media buys
- Detail elements that are to be done in-house and outsourced (e.g. ad design, printing, mailing, etc.)
- Designate employee(s) in charge of establishing provider requirements, requesting proposals, comparing offers, selecting provider and negotiating
- Establish schedule for shopping for providers and comparing offers
- Establish schedule for sending request for proposals to service providers and deadline for choosing provider

6.2 Advertising Costs

- Determine advertising cost-sales ratio per services offered (total advertising cost for services offered divided by sales in dollars generated by service x 100)
- Determine service advertising cost / total advertising cost ratio (product advertising cost divided by total advertising cost x 100)

6.3 Advertising & Promotional Budget

Tip: Allocate your promotional budget as a percentage of sales. This strategy will ensure positive cash flow and position the company for continued profitability.

	2008
Google AdWords - Search Advertising	0
Yahoo! Marketing - Search Advertising	0
Text Link & Banner Advertising	0
Blog Advertising	0
Press Releases	0
Word of Mouth Marketing / Buzz Marketing	0
TOTAL ADVERTISING & MARKETING	0

7. SEARCH ENGINE MARKETING STRATEGY

"169,400,000 people in the US access the internet. 92% of these people query search engines" - Nielsen Netratings[1] Being found in the major search engines is vital to anyone who conducts business on the Internet. There are only three steps needed to take if one wants to quickly increase their site's visibility in the search engines. The three steps are: positioning, optimization, and link building.

7.1 Search Engines

Internet search engines (e.g. Google, Yahoo!, MSN) help users find web pages on a given subject. The search engines maintain databases of web sites and use programs (often referred to as "spiders" or "robots") to collect information, which is then indexed by the search engine.

How do search engines work?

Typically, a search engine works by sending out a spider to fetch as many documents as possible. Another program, called an indexer, then reads these documents and creates an index based on the words contained in each document. Each search engine uses a proprietary algorithm to create its indices such that, ideally, only meaningful results are returned for each query.

7.2 Getting Listed on Google

Google states that they add and update new sites to our index each time they crawl the web, and website owners are invited to submit their URL using the link below. Google does not add all submitted URLs to their index, and cannot make any predictions or guarantees about when or if they will appear.

http://www.google.com/addurl/?continue=/addurl

[1] Neilsen Netratings

7.3 Getting Listed on Yahoo!

Yahoo has two kinds of listings; the Yahoo! Directory, organized by topic and Yahoo! Search, a search engine based on keywords.

Being listed in the Yahoo! directory costs USD$299.00, places your website along side your competitors and colleagues within the industry. More importantly, a listing in the Yahoo! Directory greatly increases the odds that your website will be noticed by crawler-based search engines such as Yahoo! Search and even Google, MSN and Ask.

It is possible to submit your website to Yahoo! Search, although like Google, there is no guarantee your website will be listed in the natural search engine results.

https://siteexplorer.search.yahoo.com/submit

8. SEARCH ENGINE OPTIMIZATION

Search engine optimization is one of the most powerful Internet marketing tactics. There are numerous definitions and interpretations as to exactly what Search Engine Optimization means. It is the process in which the careful and strategic placing, analysis, and wording of keywords of text on a particular website to enable optimum search engine rankings.

8.1 Popular Strategies

There are two unique areas of search engine optimization, “on-page optimization” and “off-page optimization”, respectively. Both of these areas should be given equal importance. Let’s address each area separately.

8.2 On Page Optimization

The best way to think about on-page optimization is that it contains all of the elements and factors in good search engine rankings which you can control. This includes your domain name or website address, also known as the URL, your website content such as subject matter, formatting, keyword selection and use of images. On-page optimization also includes how all of your web pages are linked to each other. All elements of your website, which you can edit, modify, or delete at a moments notice are considered on-page optimization.

Content is King

As we discussed earlier, having good, well-written content on your website should be your first priority. Why do I say your first priority? Because all search engines display search results by ranking the content of a specific page within a website. Google doesn’t always just list the home page of a website as being the most relevant. Google provides the searcher with the page within a website that contains the text that is the most relevant to the search phrase.

Keywords are Queen

Not only would it make sense, it’s really in your best interest. And, this is why they say “content is king, but keywords are queen”. A balance between well-written content and carefully selected keywords are the keys of a solid on-page strategy.

8.3 Off-Page Optimization

Off-page optimization includes all the activities and aspects that are out of your control, and, more to the point, are controlled by what other people think of your website. These include links, the anchor text, which is the visible text of the link, the authority of the linking website and the age of the linking website.

Google has a patented method for determining the number of links of a website known as PageRank TM. Websites with a higher PageRank TM have a greater number of links from other websites.

8.3.1 The Value of Links

Many search engine marketers consider that links are the most important factor in getting those all important natural (non-paid) search engine results. There are many inconclusive debates about whether the quality of the links or the sheer quantity of the links is more important in the eyes of Google, Yahoo! and MSN. Regardless of the answer, it's clear that links play a significant role in obtaining great search engine results.

8.3.2 Elements of Off Page Optimization

So what does off-page optimization include? The list below highlights some of the factors that I believe belong in this camp.

- **Link Popularity** - Links are the currency of the web. Links that are placed on a particular website and point to another website are seen as a vote of confidence. (Quantity)
- **Link Relevancy** - Links pointing to a website within the same industry are seen as a vote of confidence from a relevant source. (Quality)
- **Anchor Text** - The active text used to enable to the link is called the anchor text and provides additional information about the source of the link and what the linked-to site will be about.
- **Search Engine Saturation** - The number of pages indexed by the search engine. A website with more web pages is perceived to be more authoritative. Having a well-designed sitemap will ensure that all pages on your domain will be indexed by Google, Yahoo! and MSN, giving you a 100% search engine saturation for your URL.

8.4 Linking Strategies

Exploring 10 types of links and how to build link popularity for advanced webmasters.

8.4.1 Authority links

Authority links are links from prominent, trustworthy websites within an industry, usually websites that have a vast number of pages indexed in the search engines and update their content daily. These sites tend to attract a lot of traffic and act as portals, directing their visitors to the information and websites most relevant to their interests. It is wise to obtain links from authority websites, whether you purchase, exchange, or submit them for consideration.

8.4.2 Directory links

The most trafficked directory will also carry the most weight. As a result, listings in these directories can only be obtained by paying an annual fee, as high as USD$299/year for the Yahoo! Directory. Start with a few highly trusted directories such as the Yahoo! Directory, Business.com and Best of the Web.

8.4.3 Reciprocal links

Reciprocal links are links that benefit both you and your link partner. Typically, Website A links to Website B. Website B then links back to Website A. Reciprocal links are regarded as a positive, symbiotic relationship and indicate that the link partners espouse the other partners website and business operations.

8.4.4 Site-wide links

Site-wide links are typically found in the footer of every page on a website. You can obtain site-wide links by purchasing them from a link broker or sponsoring an entire website directly. Although more expensive than purchasing a single link, the opportunity for people to see your link and click through is much higher because of site-wide visibility.

8.4.5 One way links from friends or related sites

One way links are usually obtained through your network of acquaintances and business colleagues in complementary niches. These links act as relevant referrals and can be established on blogrolls or on a links or partners page.

8.4.6 Radio station, television, magazine, or newspaper links

If you are fortunate enough to receive some media exposure, the media companies may reproduce their printed, audio, or visual content on their website, including a link to your website for their audience to visit.

8.4.7 Press release links

You can obtain press release links when you write and distribute a press release through online news outlets. Sometimes these links are given freely, however, many press release websites only activate your links if a fee is paid. Examples of online press release outlets include, PR.com, PRWeb.com, and many more.

8.4.8 Article Author links

If you like writing articles, this may be one of the best link building strategies for you to pursue. Writing about your industry positions you as an expert in the field and also gives you the opportunity to be linked to in your About the Author section. Each article submission site has different requirements and standards before passing editorial review. In exchange for providing content for their audience and for

writing about your area of expertise, the article website will reward you with a link to your preferred URL.

8.4.9 RSS / Blog aggregated links

Start your own blog, then find directories to submit your blog URL or RSS feed to. The links that you receive from these directories will introduce your blog to new audiences. Those individuals,

by virtue of visiting your blog, will have the opportunity to access your main website. These links provide indirect marketing for your main URL.

8.4.10 Comment and Profile Links

With over 60 million blogs in the world, it is easy to find a number of blogs with subject matter related to your own blog or website. Once you find a blog or several blogs that you are interested in, be sure to leave a comment on a post. When commenting, include your name, email address, and website URL in addition to your comment. Contributing to a community builds trust and insightful comments validate your links.

8.5 Search Engine Tools and Resources

Evaluation tools for search engine optimization

• Page Rank Checker http://www.seocompany.ca/tool/free-seo-tools.html

• Internal Page Rank http://www.seocompany.ca/tool/internal-page-rank.php

• Link Popularity http://www.marketleap.com/publinkpop/

• Indexed Pages http://www.seocompany.ca/tool/indexed-pages.php

• Search Engine Saturation Tool http://www.marketleap.com/siteindex/default.htm

• DMOZ Listing Checker http://www.seocompany.ca/tool/dmoz-listing-checker.php

• Search Results Checker http://www.seocompany.ca/tool/serp-checker.php

Helpful Forums and Message Boards

• www.digitalpoint.com

• www.webmasterworld.com

• http://www.webworkshop.net/seoforum/index.php

9. SOCIAL MEDIA MARKETING

These days it's not just about who you know, it's about how many people you "know" that matters. Are you part of the global online network yet?

9.1 Social Media Overview

In a literal sense, being a friend usually entails knowing someone and engaging in activities or community on a regular basis, whether through an organization or personal relationships formed over years of being acquainted. Usually there are common interests, bonds and even shared relatives or mutual friends.

9.2 How Do You Network Socially?

1. Go to any social networking site
2. Sign-up for a free account
3. Create your profile
4. Start adding "friends" with similar interests
5. Approve people who add you as their "friend"
6. Start communicating!

9.3 Top Social Networking Websites

Social Networking Defined:

In recent times, acquiring virtual friendships has entered into our society within the open doors of the Internet by means of social networking sites, sites whose users beg the question, "will you be my friend?"

How many millions of people have experienced the phenomenon of MySpace, Facebook, LinkedIn, and other websites created solely for the purpose of facilitating relationships between people with similar interests and business goals?

The Guardian reports that even relatively unknown social networking sites like Bebo have 80 million people signed up. To put that in perspective, that's one in every three Americans.

- **MySpace**

MySpace, the first mammoth social networking site (now owned by media tycoon Rupert Murdoch), boasts 205,447,293 members around the world.

Why MySpace is great for voice actors: MySpace allows you to upload audio files and video as well as the benefits of a built-in blogging system. You can post bulletins that are made visible to all of your friends, allowing you to share a message or announcement en masse. It is really easy to find others with like interests via the MySpace search feature. This is a hidden gem for search engine optimization strategies as you can link to your website and comment on the pages of your friends with outbound links.

Learn more: http://www.myspace.com

- **Facebook**

Facebook is an incredibly innovative and quickly growing social networking website that attracts both ends of the spectrum age wise and has a very professional interface. It is rumored that Microsoft is interested in snapping up this property, so keep your eye out.

Why Facebook is great for voice actors: Facebook allows you to join groups, add friends, and incorporate applications into your profile to share your blog posts and help direct people to your website. Your profile can be indexed by the search engines and you can link out from your profile to your website and blog. The ability to post notes and update your status on the fly also gives you an opportunity to communicate to all of your friends at once. Create a group to promote your voice and invite your clients to join. You can send out emails to your members easily to announce a new demo, work you've recently completed, news, and more.

Learn more: http://www.facebook.com

- **LinkedIn**

LinkedIn is one of the oldest social networking sites specific to professional networking. It focuses on facilitating the connection of service providers in a traditional manner.

Why LinkedIn is great for voice actors: LinkedIn classifies nearly every aspect of what people do in their professional lives and makes it simple to connect with others in the industry of your choice or related industries. You are able to add friends and develop a network of other voice actors, producers, casting directors and so forth. You can also observe a "six degrees of separation" type family tree of who knows who, how they know each other, and how you might also become acquainted with someone who is a friend of a friend by means of an introduction from a mutual friend.

Learn more: http://www.linkedin.com

9.4 Top Social Media Websites

Social Media Defined: Content is king! The key to success with social media websites is to create, add and share your content using a variety online communities to spread your message.

- **YouTube**

Owned by Google, YouTube is the single largest video sharing website on the Internet and accounts for more than twice as much activity and content as all competing video sharing websites combined. Uploading your videos to YouTube is easy and people can vote for your video, comment on it, share it, embed the file on their own websites to promote you, and can also add you to their favorites as well as play-lists.

Learn more: http://www.youtube.com

- **Flickr**

One of the largest photo sharing websites on the Internet, owned by Yahoo!, Flickr gives you the opportunity to upload, organize and share your photographs images. If named and tagged properly, these photos can be found through search engine inquiries and provide you with more visibility and a greater web presence. Users of Flickr have a photo stream, perfect for promoting images related to your voice over business.

Learn more: http://www.flickr.com

- **Technorati**

Technorati has the claim to being the largest blog search engine and is home to the Technorati Top 100, a list that all bloggers aspire to belong to. Technorati is also famous for their tagging system, a straightforward way of finding related content on the Internet. Once you've created a blog, be sure to "claim" your blog at Technorati and explore their other features.

Learn more: http://www.technorati.com

- **MyBlogLog**

Another Yahoo! owned property, MyBlogLog lets you add your blog, tag it with keywords and invite other people to join your blog's community. You can have friends, fans and contacts. Try joining other groups or becoming a fan of someone else's blog.

Learn more: http://www.mybloglog.com

9.5 Top Social News Websites

Social News Defined: Social News is a user-powered news website where there is no editorial control whereby the community rewards the most popular stories that are submitted for consideration to their homepage, providing the author of the story with exceptional web traffic and publicity.

- **Digg**

Digg is one of the hottest news sites out there that, with the power of a community, can promote content to new heights and audiences, gaining the author of said content an enormous amount of free web traffic and notoriety in the Digg community. Getting on the Digg home page is just as good in some circles as getting on a national late night show or headline news. The Digg community decides what gets its due, praising interesting and relevant content with Diggs. As these Diggs accumulate, the profile of the article and Digger rises significantly.

Learn more: http://www.digg.com

- **Propeller** (formerly Netscape)

Submitting your news or content to Propeller is a very good way to get your story out fast. Propeller.com is a service of Weblogs, Inc. and part of the AOL Network owned and operated by AOL, LLC, a Time-Warner company. Once a story is submitted, users can vote for the story to signify support and members are also invited to upload videos, make friends, receive messages and read stories of other users.

Learn more: http://www.propeller.com

- **Sk*rt** (social news for women only)

sk*rt is touted as the distinctly feminine version of Digg (no relation to Mr. Albrecht or Mr. Rose), a social news site that specializes in attracting content that is of interest to women of all ages, particularly stay at home moms, homemakers and entrepreneurs. According to their website, sk*rt is a social media platform of pure goodness, a plaza for the peachy and a portal to the pretty. I suggest that if you are a female voice talent, you register for an account here and take part in the community as well as promote yourself.

Learn more: http://www.sk-rt.com

9.5 Top Social Bookmarking Websites

- Backflip see: http://www.backflip.com
- Bibsonomy see: http://www.bibsonomy.org
- Blinklist see: http://www.blinklist.com
- Blogmemes see: http://www.blogmemes.net
- Blue Dot see: http://www.bluedot.us
- de.lirio.us see: http://de.lirio.us
- del.icio.us see: http://del.icio.us
- Diigo see: http://www.diigo.com
- Excites see: http://www.excites.com
- Furl see: http://www.furl.net
- linkatopia see: http://www.linkatopia.com
- Linkroll see: http://www.linkroll.com
- Looklater see: http://www.looklater.com
- ma.gnolia see: http://ma.gnolia.com
- Markaboo see: http://www.markaboo.com
- Rawsugar see: http://www.rawsugar.com
- Shadows see: http://www.shadows.com
- Simpy see: http://www.simpy.com
- Spurl see: http://www.spurl.com
- unalog see: http://www.unalog.com
- Wink see: http://www.wink.com
- xilinus see: http://www.xilinus.com

9.4 Social Media Event Timeline

You'll find that the people you meet and befriend become acquaintances as well as business prospects or peers, possibly even friends in the classical sense. Develop a calendar (or work from the one you already have) and plan to attend between 3 and 5 of the most relevant conferences or events within our industry.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Event 1												
Event 2												
Event 3												
Event 4												
Event 5												

Schedules for upcoming events and related conferences

10. PERFORMANCE EVALUATION AND MONITORING

10.1 Monitoring Ad Campaigns

Tip: Login to your Google AdWords and Yahoo! Search Marketing accounts once per day during the first month, then once per week on an ongoing basis. Adjust daily budgets and campaign budgets to allocate more resources for better performing ad groups and keywords.

10.2 Monitoring Search Engine Results

Tip: Set-up Google Alerts to notify you by email when Google has found a new page that mentions your specified keyword. You can create Google Alerts for “Your Name”, “Your Business Name” as well as “voice overs” , “voice actors” , “voice talent” to monitor industry activity.

10.3 Key Website Performance Metrics

Tip: Set-up Google Analytics account to monitor website activity such as:

- Number of website visitors, length of stay, depth of navigation, number of clicks
- Conversion rate (proportion of customers who perform a specific action such as signing up for your newsletter or filling our a request for quote form.)
- Cost per new client acquisition/cost per sale
- Return on investment

10.4 Advertising Budget Review Schedule

- Establish schedule to review and track progress of marketing activities
- Establish time-based checkpoints for reassessing strategies, for considering adding new ones or for reassessing budgets

11. Key Highlights

You now have all the insights into what makes an effective Internet Marketing strategy. You even have lists of tools to manage your search engine optimization progress, a list of prominent social networking websites to build new contacts and tips for monitoring the performance of your overall marketing strategy.

Now it's up to you. Take action. Go for it!