

The V.O. Dojo's  
**Nth Degree**  **Career  
Catapult**  
Weekend Intensive for Working Pros

January 16|17|18 2021



[thevodojo.com](http://thevodojo.com)

# AGENDA

## DAY 1 - "Where Are You Now, and Where Would You Like to Be?"

**Saturday, January 16, 2021**

10:00 – 10:15 am	Welcome/Overview	Tish Hicks
10:15 – 11:00 am	Introductions/Elevator Pitch	
11:00 – 12:00 pm	Visions to Reality	
<b>12:00 – 1:30 pm</b>	<b>LUNCH</b>	
1:30 – 2:45 pm	Entrepreneurial Mindset	Melissa McFarlane (Video)
2:45 – 3:45 pm	Build Your Business	Tish Hicks
<b>3:45 – 4:00 pm</b>	<b>BREAK</b>	
4:00 – 5:00 pm	Zone of Genius: What Are You Good At?	Tish Hicks
5:00–6:00 pm	Finding your GAPS	Tish Hicks

## DAY 2 - "Who Are You, and How Can You Serve?"

**Sunday, January 17, 2021**

11:00 – 11:30 am	Check-In	Tish Hicks
11:30 – 12:45 pm	Branding: From Beginning to End	Jonathan Tilly
<b>12:45 – 1:00 pm</b>	<b>BREAK</b>	
1:00 – 2:15 pm	Start Where You Are: Get to the TOP	Carin Gilfry
<b>2:15 – 3:15 pm</b>	<b>LUNCH</b>	
3:15 – 4:30 pm	Working as a Global VO	Catherine Campion/Sean Gray
<b>4:30 – 4:45 pm</b>	<b>BREAK</b>	
4:45 – 6:00 pm	Direct Marketing	Tom Aglio
<b>VIEW BY MONDAY:</b>	"Know Your Worth" Video	Maria Pendolino

## DAY 3 - "Minding Your Business"

**Monday, January 18, 2021**

10:00 – 10:30 am	Check-in & Review	Tish Hicks
10:30 – 11:00 am	Voice Overview	Dani States
11:00 – 12:00 pm	Financial: Business, Investments, Retirement	Russell Edge
<b>12:00 – 1:00 pm</b>	<b>LUNCH</b>	
1:00 – 2:30 pm	Agent Intros, Panel & Demo Review James Murray, VP of Voiceover, A3 LA, Melanie Thomas, Manager, ACM Talent, Brandie Ilsen, Agent, Aperture Talent	
<b>2:30 – 2:45 pm</b>	<b>BREAK</b>	
2:45 – 4:00 pm	Interviews & Questions	Panel
4:00 – 5:00 pm	Planning for Action	Tish Hicks



DAY

1

WHERE ARE YOU NOW  
&  
WHERE WOULD YOU LIKE TO BE



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# INTRODUCTIONS

## VO ELEVATOR PITCH

In 30 seconds, how would you introduce yourself as a VO artist?

Recent Work

Strengths/Specialties

Representation

Genres

Interests

Interesting Things

Experience

Training – VO – other pertinent

Connections/Relationships

Special Skills

Intentions

Location

# VISION/MINDSET/GOALS

ONE WORD WHY | KYLEGO EXERCISE (Kyle Cease)

My VO Why:

Project yourself into the Future 8 years...

Speak of your future VO career in the past tense, assuming the greatest case scenario

So you can feel it done

Tell us about your VO accomplishments, how your life is incredible because of your VO career...

## DEPENDENCE vs INDEPENDENCE

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*Where do you see you are stuck in dependent behavior?*

### DEPENDENCE

- “Others are responsible”
- No self-trust
- In denial to avoid pain
- Willful ignorance about needs / desires
- Procrastination(re. needs & desires)
- Confusion
- Others hold the power
- Requires permission for others
- Hope-driven
- Manipulate to impress
- Are coerced by manipulation
- No agreements
- No habits: overwhelm; FOMA
- Resentment / blame / shame

## DEPENDENCE vs INDEPENDENCE

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*How independent are you?*

### INDEPENDENCE

- “I am 100% responsible”
- Confidence
- Acceptance; can be with pain
- Healthy entitlement; awareness
- Committed action to protect freedom / \$\$ / time / love / control
- Makes decisions freely
- “I am powerful”
- Claims permission for self
- Vision-driven
- Takes imperfect action now
- Self and values-guided
- Creates & honors agreements
- Habits: self-care; routines
- Peace / trust / personal pride

## LAWS OF CREATIVITY vs LAWS OF COMMERCE

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### LAWS OF CREATIVITY

- My business should support me
- Out of the box
- All-at-once
- Depths
- Rebellious
- About YOU
- PLAY
- Solo ideas / “My” idea
- BAR = Innovation
- Creativity is a GIFT ( I love this; I would do it for free!)
- Transactional (1-offs); immediate cash

## LAWS OF CREATIVITY vs LAWS OF COMMERCE

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### LAWS OF COMMERCE

- I should support my business
- Inside the lines
- One at a time
- Surface
- Submissive
- About THEM
- PAY
- TEAM
- BAR = Profit
- Creativity is a product subject to supply / demand rule
- System; longevity; repeatable, cash over time

Since you are a member of Tish's community,

**\*FOR A LIMITED TIME\***

**You Get Bonus Pricing on  
CSE's Play BIG! 2021 3-Day Event**

Feb 26th-28th

**(Save over \$900 on this popular event!)**

**Use promo code "PB67" at checkout.**

**Visit: [www.playbigevent.com](http://www.playbigevent.com)**



# ENTREPRENEURIAL MINDSET

## BLUEPRINT/ ACTION PLAN

Next Actions

What I need...

What I need to release...

Who can help...

# **BUILD YOUR BUSINESS**

WHAT DOES EVERY BUSINESS NEED?

YOUR BRICK & MORTAR BUSINESS

YOUR V.O. BUSINESS

TOP TEN THINGS **YOUR** BUSINESS NEEDS

# YOUR ZONE OF GENIUS

WHAT ARE YOU BEST AT? WHAT ARE YOU NOT GOOD AT?

Rank the Top 10 Things Your Business Needs in order of what you are best/worst at.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

For 5-10, who else could be doing these things for you?

# FIND YOUR GAPS

FACE YOUR FEARS/ FIND YOUR GAPS/ FULFILL YOUR DESIRES

CREATE STRUCTURAL TENSION  
(Path of Least Resistance – Robert Fritz)  
What is > What you want to be

What is missing? | What is complete?

What do you need? | What do you have?

What stops you? | What propels you?

What do you fear? | What makes you fearless?

How do you want your VO career to feel?



DAY  
2

WHO ARE YOU  
&  
HOW CAN YOU SERVE?



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# **BRANDING FROM BEGINNING TO END**

*Jonathan Tilley – Inner Circle*

## **5 Most Important Concepts**

1. What personal branding isn't
2. 3 steps to personal branding
3. Brand Yourself in 30 Minutes
4. Website First
5. Social Media Second

## **Step-by-step action plan**

Following the concepts above, we will walk through the branding process from beginning to end.

## **Resource**

Jonathan Tilley's Inner Circle with modules like Brand Yourself in 30 minutes and Website

# BRANDING FROM BEGINNING TO END

## MAKEOVER MASTERCLASS

**ONE** | What personal branding isn't  
*(write in 5 things that personal branding isn't)*

**TWO** | 3 Steps to Personal Branding

Your Name  
*(write in your name below)*

Your Face  
  
*(do you have an up-to-date headshot or branding photos?)*

How You Make People Feel  
  
*(list 5 ways you make people feel)*

**THREE** | Brand Yourself in 30 minutes  
(see workbook)

[https://www.dropbox.com/s/9y11tuofwjimyuw/JT%20-%20write-your-story\\_general.pdf?dl=0](https://www.dropbox.com/s/9y11tuofwjimyuw/JT%20-%20write-your-story_general.pdf?dl=0)

**FOUR** | Website First

Demos at the top

Videos under demos

Happy Clients under videos

About Me under Happy Clients

Contact in Footer under About Me

Testimonials dispersed throughout

**FIVE** | Social Media Second

Turn your audio demos into video demos to post on social

Download all YouTube videos for your work and post them on social

Use client logos and testimonials to post on social

Use your About Me write up as portions of captions for social

Show up what you are working on and behind the scenes on social.

# **BRANDING**

## BLUEPRINT/ ACTION PLAN

Next Actions:

Budget:

What I need...

What I need to release...

Who can help...

My Profile:

# START WHERE YOU ARE - GET TO THE TOP

Carin Gilfry



Carin Gilfry

[www.CarinGilfry.com](http://www.CarinGilfry.com)

## Five most important concepts

- 1 You are a business, and you provide services. (Acting, recording, file delivery, connection platforms etc.)
2. Learn, learn, learn. Never stop learning.
3. Grow as you go! You don't need all the fanciest tech and demos right away!
4. Use the method of new client acquisition that works for you. (Pay to Play, agents, direct marketing, etc.)
5. Diversify yourself.

## Step-By-Step Action Plan

- Take classes & build your studio
- Audition/record every day
- Learn all you can
- Visualize your Goal
- Put yourself out there

## Your Favorite Resources

VO School Podcast, Voice123.com, VO Facebook Groups (Voice Actors of NYC, VO Community, Gardner Collective), Vocation Conference, iSpot.TV, GVAA Rate Guide, Google ;)

*The most important thing to remember, is that you are in charge of your own life.  
Don't let others decide it for you.*

# START WHERE YOU ARE - GET TO THE TOP

## BLUEPRINT/ ACTION PLAN

Next Actions:

Budget:

What I need...

What I need to release...

Who can help...

My Definition of "the top":

# WORKING AS A GLOBAL V.O.

*Catherine Campion & Sean Gray*

## Five most important concepts

1. Now more than ever, the entire globe has opened up to us voice actors — especially native English-speakers. There's *no reason* not to obtain clients from overseas. There's also no reason you need to live in a certain place to do so. Record for top high-earning projects for anyone in the world, from anywhere in the world.
2. How and where to find European clients - agents, production companies, rosters, direct clients, etc.
3. The bulk of work from Europe comes *without needing to audition*. We'll share with you the key things you need to book those jobs.
4. Key takeaways from our cross-continental partnership. What are the benefits of working together with a VO colleague, how to find one, and some tips for making it work.
5. Ways to maintain international connections and grow them into more!

## Step-By-Step Action Plan

Finding Global clients:

- searching for leads
- submitting materials to them
- maintaining international relationships

Secure work without auditioning:

- creating demos and website with International/European markets in mind (actual spots vs. fabricated, additional languages, etc)
- contacting potential clients who would hire you without an audition

Working with a VO partner:

- ideas for where to find someone who fits your voice and professional style (we will start with our personal story)
- fostering communication, perhaps across many timezones
- referring each other to existing clients, perhaps creating a CRM/database together

## Your Favorite Resources

- Google.com, using a VPN so you can search as if you were in those countries
- VoiceZam
- Bodalgo.com
- LinkedIn & Linkedtify
- Production-related Facebook groups specific to countries / regions

# WORKING AS A GLOBAL VO

## BLUEPRINT/ ACTION PLAN

Next Actions:

Budget:

What I need...

What I need to release...

Who can help...

Where would I like to work from/with?

# BUILDING YOUR CLIENTELE - DIRECT MARKETING

*Tom Aglio*

## Five most important concepts

1. EVERYTHING is an opportunity. If there's a company you want to work with, reach out to them.
2. NEVER send your demo as an attachment unless specifically told to do so.
3. Keep emails/phone calls short!
4. Follow directions if a company has a preferred method of contact for marketing/casting purposes.
5. Stay top of mind. Follow-ups and check-ins are KEY!

## Step-By-Step Action Plan

1. Determine the types of companies and genres you want to market to.
2. Decide when and how you want to market.
3. Determine the companies you want to market to on any given day
4. Through tools like LinkedIn, determine who is best to market to at said company.
5. Craft an email/message in accordance with best practices.
6. Send emails (if you can find the email address) or send messages on LinkedIn.
7. Make note of when to follow-up (either with the use of a CRM or other means).
8. Follow-up and check-in accordingly.

## My Favorite Resources

1. **Production Hub:** <https://www.productionhub.com/directory/profiles/commercial-production-companies> (Don't message people on here. Just use it as a list of production company websites and contact them on your own. It'll say not to use it as a means of marketing yourself, but that just means on the site in general).
2. **Source Connect List:** If you have Source Connect, go to <https://source-elements.com/>, log in, Manage Contacts, World Map (if you want to pinpoint certain areas), or search by city. Unfortunately, you can't get a list by state. Then, you'll go down the list and either the person's email will be there or their website. The list is a little messy as some of the results are fellow talent/no longer active, but you can find some good stuff!
3. **Forbes Fortune 500 List:** <https://fortune.com/fortune500/>
4. **Agency Access (Paid):** <https://www.agencyaccess.com/>

# **BUILDING YOUR CLIENTELE -** **DIRECT MARKETING**

BLUEPRINT/ ACTION PLAN

Next Actions:

Budget:

What I need...

What I need to release...

Who can help...

# **KNOW YOUR WORTH – NEGOTIATION & RATES**

*Maria Pendolino – Voice by Maria*



voicebymaria.com | millennialvoiceover.com | bluewavevoiceover.com

Book time on my calendar: [calendly.com/voicebymaria](https://calendly.com/voicebymaria)

@mariapendo on Instagram, Twitter

Nth Degree Intensive - Checklist Negotiation for Voice Actors

## **Five most important concepts**

1. Always ask a client for their budget or budget range before you give numbers
2. Ask enough questions to be able to formulate a realistic quote
3. Understand the difference between paid advertising and non-paid/organic media
4. Know what perpetuity means and when it's OK and NOT OK
5. Don't sell the farm – set yourself up to have a long and thriving career

## **Step-By-Step Action Plan**

- Recognize that you are a business. Negotiation is business, not personal.
- Get familiar with online rate guides and understand what different categories mean
- Take time to set a “pick up the mic fee” for different genres
- Build yourself a personalized rate card for the categories that you quote most often
- Give yourself and your clients grace and space as you enter negotiation conversations
- Use leading questions and encouraging phrasing to keep conversations going and to perform “Negotiation CPR”
- Read. Everything. You. Are. Asked. To. Sign. Do not agree to terms that are unfavorable or that you are uncomfortable with.
- Remember that saying no is one of the greatest joys of adulthood.
- Be willing to walk away and hold your ground.
- Talk about money with your friends & accountability buddies – a rising tide lifts all boats.
- Keep track of jobs that you quote and jobs you book – it is great to reference over time.

## **Your Favorite Resources**

- GVAA Rate Guide
- Gravy For The Brain Rate Guide
- SAG-AFTRA Flex Calculator
- Nielsen Major Media Markets List
- Falcon Paymasters & SoundboxLA for Union Conversion

# **KNOW YOUR WORTH - NEGOTIATION & RATES**

## BLUEPRINT/ ACTION PLAN

Next Actions:

What I need...

What I need to release...

Who can help...

My Rates:



DAY  
3

MINDING YOUR OWN BUSINESS



[thevodojo.com](http://thevodojo.com)

# MANAGING YOUR BUSINESS

*Dani States – Voiceoverview*

## **Five most important concepts**

1. Your voiceover business is a business, treat it like that from the start
2. Set goals. Auditions. Booking. Income. Even if you don't reach them, you will be creating the space for action
3. Give yourself permission to fail.
4. Celebrate your wins
5. Create good habits at the beginning of your career – it will keep you on track as your business grows

## **Step-By-Step Action Plan**

- Set a schedule for auditioning and stick to it
- Audition. Even when you don't feel like it.
- Audition. Even when you think your read sucks  
(Go ahead and submit for Online casting... it won't hurt anything.)
- Continue coaching. It will pay dividends.
- Choose a resource for tracking your work  
(VOICEOVERVIEW, Excel, pen & paper, sticky notes... something that will support you when you are booking multiple jobs a week or day!) You'll grow into it. :)

## **My Favorite Resources**

- VOICEOVERVIEW (duh...)
- Cloze - works in conjunction with VOV
- GVAA Rate Guide
- Online Casting site of choice: voices.com (non-managed jobs - offers the most opportunity and least "punitive" environment to audition and practice while you continue to hone your craft
- VO Weekly Workout - get feedback on your performance, audio quality and editing skills (and maybe pick up an agent)

# MANAGING YOUR BUSINESS

## BLUEPRINT/ ACTION PLAN

Next Actions:

What I need...

What I need to release...

Who can help...

My audition schedule and daily/weekly/monthly goals:

My financial goals monthly/yearly:

# **MINDING YOUR MONEY**

*Russell Edge – Library Bookkeeping*

russell@librarybookkeeping.com

## **Five most important concepts**

1. Keep track of your money - both in and out!
2. Separating business from personal
3. The difference between business entities and why/when you might need them
4. Plan for taxes and make the system work for you
5. Plan for Retirement

## **Step-By-Step Action Plan**

1. Create a system for keeping track of all voiceover related financial activity
  - Software
  - Spreadsheets
  - Bookkeeper
2. Open Separate Bank Accounts/Credit Cards
3. Consider a corporate set up as you reach your financial goals
4. Put aside money for Taxes where appropriate
5. Create a retirement plan

## **My Favorite Resources**

Important links for business entity creation:

- [finance.lacity.org](http://finance.lacity.org) - The City of Los Angeles Business Permit and Tax center
- [sos.ca.gov](http://sos.ca.gov) - Secretary of State website

# MINDING YOUR MONEY

## BLUEPRINT/ ACTION PLAN

Next Actions:

What I need...

What I need to release...

Who can help...

# **BUILDING YOUR TEAM - REPRESENTATION**

*James Murray – A3 LA*

*Melanie Thomas – ACM Talent Management*

*Brandie Ilse – Aperture Talent*

*AGENT PANEL*

*DEMO FEEDBACK*

*INTERVIEW PROCESS*

*Each agent/manager will choose one person  
to run through their interview process*

# **BUILDING YOUR TEAM - REPRESENTATION**

## BLUEPRINT/ ACTION PLAN

Next Actions:

What I need...

What I need to release...

Who can help...

Major Market Representation:

*Current or targeted*

Regional Representation:

*Current or targeted*

International Representation:

*Current or targeted*

# NTH DEGREE INTENSIVE WRAP UP

## BLUEPRINT/ ACTION PLAN

PRIORITIZED  
Next Actions:

What I need...

What I need to release...

Who can help...



**Nth DEGREE INTENSIVE**

**SUPPLEMENTAL MATERIALS**



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# TECH CHECK

*Dan Lenard – The Home Studio Master*

## 5 Most Important Concepts

1. It's not equipment that gets you work
2. Don't talk to studio engineers for advice
3. 95% of the quality of your audio is dependent on acoustics
4. Proper Mic Technique
5. How to set proper levels

## Step-By-Step Action Plan

1. Don't overthink it! Keep it Simple
2. Have a professional who understands the UNIQUE space that is your home studio analyze your audio
  - a. Collect a Sound Specimen –  
1 minute mp3 – recent audition or recording  
Include 30 seconds of room tone at the end  
Label: FirstName Lastname – Nth – Sound Specimen
  - b. Complete your TECH CHECK LIST (next page)
  - c. Email both to [dan@danlenard.com](mailto:dan@danlenard.com)  
subject: VO Dojo Nth Intensive Specimen
  - d. **Mention Promo Code: DOJO**
  - e. **Good until 4/18/2021**

*This **one time** Sound Specimen Analysis is included in your tuition for the Nth Intensive. If you are currently enrolled in a Dojo Program, other work with Dan may be eligible for a Dojo Discount.*

## Your Favorite Resources

- Homevoiceoverstudio.com
- Voiceover Body Shop – VOBS.tv

# TECH CHECKLIST

What is your set up – What could be improved/more effective?

Microphone:

Shockmount:

Mic Stand/Boom Arm:

Interface:

Computer:

i-pad/ holder:

Monitor/Headphones:

Video Monitor:

DAW:

Plug ins:

What and why

Lighting:

Ventilation:

Seating (if doing audiobooks)

Booth/Recording Set up:

Connectivity:

Source Connect

Internet speed/bandwidth

# RECORDING WORKFLOW

What is your workflow – What could be improved/more effective?

Work Hours:

When

How Many:

Audition Management:

Editing:

Processing:

Labeling:

Delivery:

Archiving:

# TECH

## BLUEPRINT/ ACTION PLAN

Next Actions:

Budget:

What I need...

What I need to release...

Who can help...

My dream recording studio...

# CONVERTING WORK - UNION STATUS

*Tim Friedlander & Bethany Monroe – soundbox:la*

Tim Friedlander [tim@soundbox.la](mailto:tim@soundbox.la)

Bethanie Monroe [bethanie@soundbox.la](mailto:bethanie@soundbox.la)

## Five most important concepts

**\*\*It's nuanced.\*\***

1. Union vs. Non-Union vs. FiCore
2. Role of Signatory & Paymaster and Your Tax Requirements
3. Benefits of Converting Your Job to Union
4. Properly Calculating Your Rate
5. Determining Your Contract ie Corporate/Educational, AudioBook, Commercial, Interactive, New Media, Dubbing, etc.

## Step-By-Step Action Plan

1. What does it mean to convert a job?
2. What jobs can you convert?
3. Why should you convert jobs?
4. How is it done?

## Your Favorite Resources

- SAG-AFTRA Contracts Website - <https://www.sagaftra.org/contracts-industry-resources>
- GVAA Rate Guide - <https://globalvoiceacademy.com/gvaa-rate-guide-2/>
- Voiceovers.com Rate Calculator - <https://voiceovers.com/vo/rates>
- WrapBook Calculator - <https://www.wrapbook.com/estimate-your-entertainment-payroll/>
- soundBOX:Signatory Page - <https://www.soundboxstudiola.com/signatory>

# CONVERTING WORK - UNION STATUS

## BLUEPRINT/ ACTION PLAN

Next Actions:

What I need...

What I need to release...

Who can help...

My Pension and Health plans: