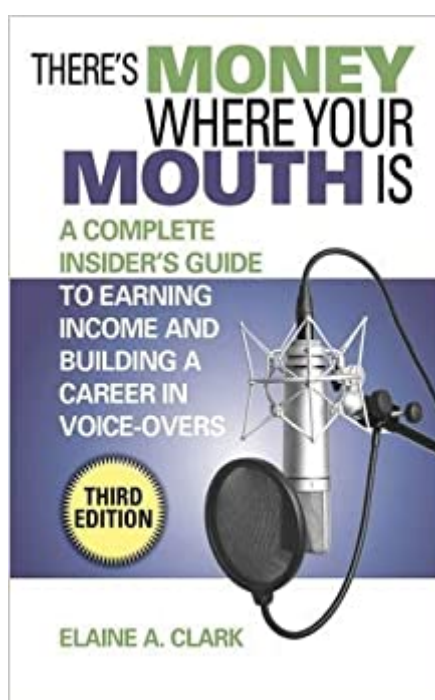


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# There's Money Where Your Mouth Is: A Complete Insider's Guide To Earning Income And Building A Career In Voice-Overs



## Synopsis

Voices are increasingly in demand for commercials, cartoon characters, announcements, and other spots. This outstanding handbook explains how to launch a career and find work. Along with sample commercials and script copy, the author gives advice on vocal exercises, self-promotion, and business matters. Chapters include: getting started, voice-over aerobics, copy basics, melody and tempo, layering techniques, believing what you say, commercial and stylized characters, corporate narration, animation, video games and toys, getting an agent, marketing your talent, and staying on top of the business. This expanded edition features new tips on making a demo CD, vocal modulation and breath techniques, advanced copy-reading strategies, and a section on how copywriters see the job of the voice artists for whom they write. If you've ever been interested in voice-over acting, you need this book!

## Book Information

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## Customer Reviews

In today's competitive voice-over market, it's all about specifics. From acting to analyzing copy to agents and marketing, *There's Money Where Your Mouth Is* generously outlines and details the business of voice-over. • (Bob Bergen, Emmy Award-and Annie Award-nominated voice actor and Porky Pig on Cartoon Network's *The Looney Tunes Show*)

Elaine A. Clark has performed, for more than twenty-five years, in commercials (Clorox, Macy's, TiVo, .com, Panera Bread), video games (Aliens, Dark Wizard, Spawn, Mario's Time Machine, D2), corporate narrations (Microsoft, Oracle, Kmart, Genentech, Cisco), anime (Saikano, Jo Jo's Bizarre

Adventure, Film Noir), voicemail systems, talking products, and toys. She is the owner of Voice One in San Francisco, a voice-over, acting, and improv training academy. In addition to performing and teaching, Ms. Clark is also a freelance director, producer casting director, and audio engineer. She lives in San Francisco, California.

...If you've ever read anything about working professionally in voice-over, then a lot of the information in Clark's book will be a review for you, but that isn't a bad thing - fundamentals are always important to remember, no matter the topic, and the way Clark breaks down each aspect of the field makes it simple to learn even if you're just skimming through instead of properly reading it. Where this book truly shines is that it is so comprehensive as to include a variety of detailed copy samples for the reader to practice the concepts and tips Clark discusses.....In addition to sample copy and her own professional insights, Clark includes interviews with other successful voice-over professionals, such as Hal Riney (member of the Advertising Hall of Fame) and Ned Lott (who has worked on features for Disney, Pixar, Universal, etc.).....She also discusses marketing strategy and the union more in-depth than many other sources I've looked over. There is honestly not much more to be said, apart from the bottom line that *There's Money Where Your Mouth Is* is a truly comprehensive and invaluable resource for beginners to the field of voice-over work, and I highly recommend it. In fact, if voice-over classes or workshops assign reference material, I think this would (or should) probably be at the top of the required/recommended reading lists. (For complete review, you can visit me at [Here Be Bookwyrms on Blogger](#))

If you are considering a Voice Over career or are looking for ways to hone an existing one, Elaine Clark's book is a standard of this industry. I have read the Second Edition and this updated version is no different in it being extremely dense with content. You will need multiple sittings to just to begin to absorb all of the information that she provides. The book has some very important insights on how to manage the business end of the Craft in terms of creating reels, joining unions, interacting with agents and casting directors, and finding your niche. The provided performance methods and practice scripts are extremely helpful. I would strongly suggest going very slow and to read these sections several times as you absorb all the information that this book has to offer. I was most intrigued by Elaine's use of moving the entire body during performances to invoke believability. Following one's passion can be really scary and you will find this book to be inviting and encouraging. I am very grateful to have this updated Edition as a resource.

I can see why it's been called a must have! It's packed full of information and valuable knowledge for VoiceOver work. I've read many other books, but this is the one most everyone either copies from or tries to be like. Having had multiple editions and updates this is not (as far as I have found) outdated! It's indeed very contemporary and poignant.

When he was 16, my son, Jonathan Murphy (jonincharacter) started taking classes at Elaine Clark's VoiceOne Studio in San Francisco. Elaine attracts the best in the business and, thanks to Elaine, he's taken classes from people in the industry who really know what they're talking about... Casting directors, talent agents, voiceover actors, and marketing specialists. His best teacher, and mentor, is Elaine Clark, and his copy of the second edition of this book is so dogeared and marked up because Elaine's advice and tips are so practical and spot on! She KNOWS the ins and outs of having a successful career in the voiceover industry. I've read her book in support of my son and together we've put her techniques and business recommendations to the test in his own career... and they work! I just placed an order for her third edition. If you are serious about having a career in voiceovers, you must get this book.

OK, as a disclaimer I must say I have studied with Elaine for 2 years at her studio in San Francisco, and I have worked on voice jobs for her as well. However, I bought this book prior to discovering her voice over school and I was blown away by the depth of information included in it. When I found out I could study directly from Elaine, I jumped at the chance, and I have not been disappointed. The number one thing that most new voice over students don't understand is that a "good voice" is not the most important thing in voice acting. It is the acting. In this book you learn how to apply Elaine's methods for bringing emotion and honesty into any kind of read. Whether you are selling cleaning products on TV, narrating a corporate report, or providing the voice for a wacky robot toy, you must be grounded in reality. This book will show you tips and techniques to achieve the level of "real" that is desired by agents, directors and clients. There is a huge diversity of voice jobs out there and Elaine covers them all. Television promos, commercials, narration, audio books, radio plays, toys, animation, etc - all are given specific information and hands on techniques. While I must say that nothing can equal the work a student does in one-on-one sessions where you get immediate feedback, this book goes a long way to providing you with a springboard for study. If you read and apply the lessons - by practicing, recording and critiquing - you can get ahead of anyone who thinks they can go it alone on natural talent. Voice over is a landscape of techniques, and this book is the Atlas of that sometimes strange land.

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