

VOICE-OVER NARRATION

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GETTING STARTED/MYTH BUSTING

- ▶ Voice-over is NOT about your voice
- ▶ Voice-over narration is ACTING, not reading
- ▶ You are the storyteller guiding your audience through the info
- ▶ Narration is a lot like ice skating
- ▶ This is not an overnight thing - like any other craft it takes PRACTICE! 😊

SOME FUNDAMENTAL TECHNIQUES

- ▶ As the narrator you are always the EXPERT
- ▶ Speed kills - allow the dust to settle
- ▶ Landings should generally be downward - no “up speak”
- ▶ Conversational
- ▶ Be understated, but still have energy
- ▶ A narrator NEVER persuades, convinces, pleads or sells

CREATE YOUR BACKSTORY

- ▶ Like all other forms of acting you must ask yourself THREE fundamental questions:
 - ▶ WHO am I?
 - ▶ WHO am I talking to?
 - ▶ WHY am I saying what I'm saying?
 - ▶ The key to answering these questions is:
 - ▶ SPECIFICITY
 - ▶ Using Your IMAGINATION 😊😊😊

WHO AM I?

- ▶ As the narrator you are always the EXPERT

WHO AM I TALKING TO?

- ▶ Your listener should never challenge your authority
- ▶ You must have relative authority to your listener

WHY AM I SAYING WHAT I'M SAYING?

- ▶ Clarify your intention
- ▶ Have a point of view

Q & A

Final Thoughts...

THANK YOU!! 😊