

VoCAREER.COM

All the resources you
need to start,
accelerate & dominate
your VO career

Voiceover Talent Evaluation - 2009

Prepared especially for:

Sally Smith

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Material Reviewed in Evaluation:

- Our Philosophy
- Meet your Consultant
- Performance
- Audio Demos
- Creative Presentation
- Business Operations
- Marketing & Advertising
- Education & Training
- New Business Development
- Timeline & Summary

Our Philosophy

The VOCareer.com Consultation Process

At VOCareer.com we believe that every talent, with the RIGHT business plan, can achieve the success they desire in voiceovers. We know that it takes more than talent alone to be a star in this very competitive industry.

Our goal is to make sure that you have all the tools you need to run a successful business. This goes far beyond the need of a recording facility and extends to all areas of the business of being a voice actor. We assess all the key areas that define a successful VO business.

You need a plan and this evaluation is just that. By evaluating your performance acumen, demos, marketing & branding materials, graphic design, website and internet presence, advertising, training & education, accounting and so much more – we can create a turn-key solution to problems that keep your business from being where you want it to be.

Your VOCareer.com Marketing Consultant

The evaluation process begins with your marketing consultant who conducts a detailed Q&A plus a thorough assessment of your materials. Your marketing consultant is a trusted partner that will work with you to solve problems and minimize the day to day stress of running your voiceover company.

Meet your Marketing Consultant

This evaluation has been prepared by **Gabrielle Nistico**. You may reach her at 704-405-2100 or gabby@voicehunter.com



In the last 15 years Gabrielle has worked in radio, advertising & audio production as a DJ, writer, producer, VO artist and voice acting coach. In Feb. of 2004 Gabrielle joined the VoiceHunter.com team as Operations Director. She is now the senior V.P. VOCareer.com. Gabrielle is sought out by hundreds of talent each year for her wealth of performance and presentation knowledge. Her seminars and workshops sell out very quickly and she is a private coach and confidant to many of VOCareer.com's top talent.

Part 1 - Performance Evaluation

Voice Quality					
Pitch	Pleasant <input type="checkbox"/>	Too High <input type="checkbox"/>	Too Low <input type="checkbox"/>		
Volume (overall)	Pleasant <input type="checkbox"/>	Too Loud <input type="checkbox"/>	Too Soft <input type="checkbox"/>		
Voice is	Pleasant <input type="checkbox"/>	Nasal <input type="checkbox"/>	Breathy <input type="checkbox"/>	Strained <input type="checkbox"/>	Harsh <input type="checkbox"/>
Resonance	Good <input type="checkbox"/>		Lacks Chest Resonance <input type="checkbox"/>		
Comments:					

Diction			
Articulation of Consonants	Good <input type="checkbox"/>	Too Much <input type="checkbox"/>	Too Little <input type="checkbox"/>
Enunciation of Vowels	Good <input type="checkbox"/>	Too Much <input type="checkbox"/>	Too Little <input type="checkbox"/>
Comments:			

Delivery				
Inflection	Good <input type="checkbox"/>	Too Much <input type="checkbox"/>	Too Little <input type="checkbox"/>	Pattern <input type="checkbox"/>
Dynamics (use of volume)	Good <input type="checkbox"/>	Too Much <input type="checkbox"/>	Too Little <input type="checkbox"/>	Lacks Variety <input type="checkbox"/>
Tempo	Good <input type="checkbox"/>	Too Fast <input type="checkbox"/>	Too Slow <input type="checkbox"/>	Lacks Variety <input type="checkbox"/>
Timing - comedic or conversational	Good <input type="checkbox"/>	Too Little <input type="checkbox"/>	Improper <input type="checkbox"/>	Lacks Variety <input type="checkbox"/>
Tone	Good <input type="checkbox"/>	Too Dark <input type="checkbox"/>	Too Bright <input type="checkbox"/>	Lacks Variety <input type="checkbox"/>
Rhythm	Good <input type="checkbox"/>	Patterned <input type="checkbox"/>	Predictable <input type="checkbox"/>	Lacks Variety <input type="checkbox"/>
Overall Mood and Manner	Good <input type="checkbox"/>	Too dark <input type="checkbox"/>	Too Bright <input type="checkbox"/>	Lacks Variety <input type="checkbox"/>
Reading Ability	Good does not sound scripted <input type="checkbox"/>		Needs Improvement <input type="checkbox"/>	
Comments:				

Overall analysis

Overall Rating: Unsatisfactory Below Average Average Above Average Excellent

Part 2 - Audio Demos

COMMERCIAL DEMO	
Satisfactory Items	Items That Need Improvement
COMMERCIAL DEMO 2	
Satisfactory Items	Items That Need Improvement
NARRATION DEMO	
Satisfactory Items	Items That Need Improvement
TV PROMO DEMO	
Satisfactory Items	Items That Need Improvement

Recommendations and Services to Improve Demos:

Part 2 - Audio Demos (continued)

RADIO IMAGING DEMO	
Satisfactory Items	Items That Need Improvement
MOVIE TRAILER DEMO	
Satisfactory Items	Items That Need Improvement
INDUSTRIAL DEMO (MOH / IVR DEMO)	
Satisfactory Items	Items That Need Improvement
OTHER DEMO	
Satisfactory Items	Items That Need Improvement

Recommendations and Services to Improve Demos:

Part 3 - Creative Presentation

Creative Presentation encompasses marketing material used to brand your unique sound. This includes logos, websites, business cards, CD artwork and more. VO Career evaluates a talent's creative presentation based on traditional advertising & design criteria and business knowledge specific to the voiceover industry.

ITEMS PROVIDED FOR REVIEW IN THIS EVALUATION				
Logo <input type="checkbox"/>	Slogan <input type="checkbox"/>	Website <input type="checkbox"/>	Business card <input type="checkbox"/>	
CD Artwork <input type="checkbox"/>	Bio or intro letter <input type="checkbox"/>	Resume <input type="checkbox"/>	Banner / web ad <input type="checkbox"/>	
Promotional items <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	
THEME				
Theme of creative is	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Together talent's sound & theme are	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Uniformity of theme in materials	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Comments:				
TEXT				
Fonts: consistent & easy to read	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Connects with theme	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Accurately sells & promotes talent	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Spelling & grammar	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Comments:				
COLOR SCHEME				
Visual Appeal	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Uniqueness of color scheme	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Accurately reflects talent sound	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Emotions evoked by colors are	Exceptional <input type="checkbox"/>	Meets standards <input type="checkbox"/>	Needs Work <input type="checkbox"/>	None Found <input type="checkbox"/>
Comments:				

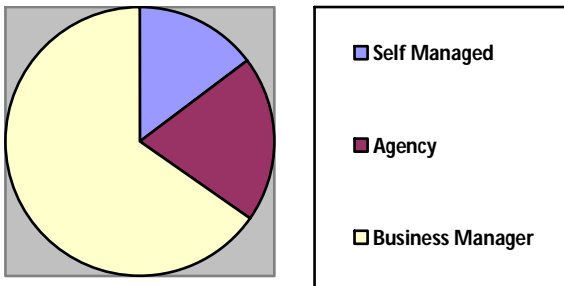
Part 4 - Business Model & Operations

Talent often overlook the necessary administrative functions needed for a business to run smoothly. We will assess your current business model & make recommendations on how you can run your business more smoothly while saving you time & money.

BUSINESS							
Talent is:	A Sole Proprietor <input type="checkbox"/>	An LLC <input type="checkbox"/>	Incorporated <input type="checkbox"/>	Employed W2 <input type="checkbox"/>	AFTRA <input type="checkbox"/>	SAG <input type="checkbox"/>	Fi-Core <input type="checkbox"/>
Talent's VO Agents:	(name & location)						
Business Manager:	(name & location)						

BUSINESS MANAGEMENT				
Item / Handled By	Agent	Business Manager	Self Managed by Talent	Other
Billing/Accounts Receivable				
Collections				
Contract Negotiations				
Contract Generation				
Sales / Prospecting				
Marketing				

HOURS SPENT WEEKLY ON SELF MANAGED OPERATIONS	
Billing / Collections – Accounts payable & receivable	
Contract negotiations / generation	
Sales / Prospecting new jobs	
Marketing / Promotions	



Recommendations for improvement and better execution of business model for Sally Smith	
Recommended VO Career Services for your business	

Part 6 - Education & Training

VOICEOVER COACHES YOU HAVE TRAINED WITH	
NAME	LOCATION / DATE
VOICEOVER SEMINARS OR WORKSHOPS YOU HAVE ATTENDED	
NAME	LOCATION / DATE
VOICEOVER BOOKS YOU HAVE READ	
TITLE	AUTHOR
ADDITIONAL TYPES OF TRAINING – VO OR VO RELATED	

Based on the information above and previous pages that have analyzed Sally Smith's performance abilities, we recommend the following training:

Part 7 - New Business Development

Based on the information in previous pages we recommend that Sally also pursue the following areas of VO.

1.

2.

3.

We recommend the following actions in order to successfully develop these new areas of business.

1.

2.

3.

Part 8 - Time Line & Summary

ACTION TO TAKE IN THE NEXT 6 MONTHS	
1.	2.
3.	4.
5.	6.
7.	8.

ACTIONS TO TAKE IN 6 TO 12 MONTHS	
1.	2.
3.	4.
5.	6.
7.	8.

ACTIONS TO TAKE IN 12 TO 24 MONTHS	
1.	2.
3.	4.
5.	6.