

**VOCareer.com Free Voiceover Talent Evaluation**

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**Items provided for evaluation:**

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**Past marketing efforts include:**

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**Demo / Audio Evaluation**

Type of Demo	Exceptional	Exceeds Requirements	Meets Requirements	Needs Work
Overall, based on industry standards the demo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Production & recording quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Script Selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Notes:**

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**Performance / Voice Quality**

Does talent have an accent or speech issue? If yes, please define: _____	Y <input type="checkbox"/>	N <input type="checkbox"/>
Does talent possess adequate acting skills?	Y <input type="checkbox"/>	N <input type="checkbox"/>
Does talent possess adequate announcer skills?	Y <input type="checkbox"/>	N <input type="checkbox"/>

**Notes:**

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**Branding / Marketing**

Brief assessment of marketing items you have provided. Includes website, slogan, postcards, CDs, etc.

<i>Check here if none provided</i> <input type="checkbox"/>	Exceptional	Exceeds Requirements	Meets Requirements	Needs Work
Visual material's ability to enhance / match talent's sound	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo / Slogan / Branding message's clarity is:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Simplicity and ease of use of website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversity of media / marketing types being used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uniformity & consistency of marketing materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, marketing material is:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Suggested Marketing Actions:**

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**Overview & Recommendations for Improved Success**

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**VOCareer.com Recommended Services**

- 1.
- 2.
- 3.
- 4.

**VOCareer.com Marketing & Voiceover Consultant. This evaluation was prepared by:**

<b>Name:</b>	<b>Email:</b>	<b>Phone:</b>
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