

Target market: A person that is trying to get paid with voiceover



Avatar: James, 34

Current state: He doesn't have the knowledge of what types of microphones are best suited for their specific voice and may struggle to find the right one

He is anxious/ uncertain in preparing for auditions or projects and may struggle to develop the right mindset to perform effectively

He struggles to develop a voiceover that captures the attention of the audience and conveys the desired message effectively

He does not know how to develop a unique and memorable voice for a brand, which could hinder its ability to stand out in the industry.

He struggles to find work opportunities and does not know how to effectively market himself in the competitive VO industry

He doesn't have a clear understanding of industry standards for compensation and may struggle to negotiate fair rates or contracts.

He doesn't have the financial means to invest in the equipment or training needed to improve his skills

He struggles to find reliable resources and guidance to help him develop his career in the VO industry

Dream state: He establishes himself as a professional voice-over artist and builds a career in a financial and creative way.

He has learned the technical aspects of voice-over, such as creating a demo reel, selecting the right microphone, and recording software.

He has the right mental state and approach that is required for successful voice-over performances, like understanding how to connect with the script, adopt different tones and styles, and create a compelling delivery

He has professional guidance and feedback on how to improve his voice-over skills, such as diction, pronunciation, and pacing

He learns from experienced voice-over artists, who have successfully navigated the industry and can share their insights and expertise

James now understands the voice-over industry's challenges and opportunities, such as different types of voice-over work, how to find work, and how to promote himself.

He has a guide that makes learning fun and enjoyable, so he is motivated to continue learning and improving.

He learns how to prepare for voice-over auditions and projects effectively, such as how to create a successful audition and how to negotiate rates.

Roadblocks: He doesn't have a clear understanding of the expectations and standards for different genres or industries in the VO industry, which could impact his ability to perform effectively

Product: This voice-over course will give James the right skills to promote himself to a high-paying business to generate a monthly income

Headlines for a sales page

1. Generate a monthly income using your voice (PLUS how to find the best businesses to work for)
2. 5 simple steps to create quality voiceover projects that will MASSIVELY capture the audience's attention (PLUS how to find the best high-paying business to offer to)
3. Use professional voice-over artists' experience to create a monthly income using your voice (PLUS discover the best equipment to start if you have no money)
4. After spending 10 years in the VoiceOver industry - the fastest way to get paid and how to handle the pressure of high-paying projects
5. Why no voiceover professional would ever do these 3 things when finding high-paying businesses to work for (PLUS the easiest way to promote yourself effectively)
6. Without blowing hundreds of hours discover how to provide voiceover service to high-paying businesses (PLUS the most professional way to have a successful voice-over performance)
7. What NEVER to do when you actually want to get paid for your voiceover service
8. The secret to making \$1000's any time you work on a voiceover project (PLUS get expert guidance and feedback on how to improve your voiceover skills)
9. The BRAND NEW voiceover proven formula to get paid using your voice
10. The sneaky formula to uncover high-paying opportunities in the voiceover industry (PLUS discover how to make a professional impact when talking to businesses)