

# **Intro to VO with LaNisa**

## **A 5 Week Private Voiceover Intensive**

### **BEFORE WE JUMP IN, A FEW THINGS ABOUT MY BEGINNER COURSE:**

1. I focus on the business of VO and commercial VO work. I dip into animation/video games if time allows.

Why commercial: For folks looking to eventually sign with an agent, commercial work is kinda like the "gateway." A commercial demo is what many (not all) agents ask for when you're submitting to them, so that's why I start there. I want to get you in the door.

2. I love working with folks for whom this is more than a hobby, and understand **VO work is NOT a way to make "quick money."** Y'all issa a journey!
3. If you have acting experience, yay! You're halfway there!

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### **Investment (Summer "We Back" Rate): \$595**

#### **Includes:**

- **Five 1-on-1 Zoom sessions**
- **Customized curriculum**
- **Homework and assignments**
- **Audition feedback during the program (for those currently receiving auditions)**

#### **What we'll cover:**

While every student is different, this course aims to focus on **technique, accountability, and business knowledge**. Voiceover is more than "having a good voice." So, there is a lot to learn. Remember, like anything else, this is a marathon, not a sprint. I customize your experience based on where you are and what you're seeking.

Based on your level and your particular goals, the 5 weeks may include:

- Identifying your strengths and finding your place in the VO industry
- Exploring the wide variety of genres within voiceover
- Discovering your "brand."
- Technique/ Acting:
  - Breaking down a piece of copy/ how to bring your text to life
  - Understanding what the client wants (again, my primary focus is commercial, as that is the "gateway" for many VO artists. We can explore animation and video games if interested and if time allows)

- How and when to submit more than one audition take that sounds different
- Understanding a VO booth and creating one (if you don't have one) Even with limited space and budget!
- Understanding microphones so you can decide what is best for you. (You don't have to have a booth or mic to start working with me, but it doesn't hurt to start the process during our time together. That way, as you're building, you have an ear on what you're doing.)
- Working to create copy/ find copy for a commercial demo. (**I do not produce demos.** I give you the tools to prepare you for demo creation.)
- Finding and submitting to an agent once your demo is complete
- Where to look for work if you don't have an agent. (However, note: I really focus on the steps to get you an agent vs how to be a fully freelance/ independent VO artist.
- How to edit your voiceovers.
- 1 hour per week
- Between sessions, you'll receive assignments designed to help you apply what we've worked on. Sometimes it's research, and sometimes it's recording an audition, which may mimic a real-world deadline. (Because those quick turnarounds sometimes happen in real life!)
- In addition, if you receive auditions during our time together, I will provide 1 round of feedback prior to you submitting.

**I'm currently accepting students to begin the week of July 6.**

Enrollment is rolling and will remain open until my coaching schedule reaches capacity. Once those spots are filled, I'll begin a waitlist.

I offer a **free 20-minute consultation** to learn more about you and your goals. And you can learn about me to decide if I'm the right coach for you. If, after reading everything, you'd like the 20-minute consultation, [click here to schedule a time](#). Or for additional questions, please email: [lanisabiz@gmail.com](mailto:lanisabiz@gmail.com)

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## **Private Coaching Sessions**

(No need to schedule a 20-minute consultation for this, just email me your needs and dates you have available.)

**\$125/hour**

**Perfect for voice actors looking for support on one specific need.**

**Popular topics include:**

- VO career strategy
- Agent submissions and outreach
- Audition feedback

- Demo feedback
  - Commercial copy selection
  - Home studio setup
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## **Live Demo Direction** (*for those prepping to record their commercial demo*)

**\$275 (up to 2 hours) · \$125/hour after that**

Already have your copy selected and your recording session booked but don't have a director? Patch me into your session and I'll coach and direct you live while you record. *This is for recording day only — not a prep or copy selection session.*

### **ABOUT YOUR INSTRUCTOR**

[LaNisa Renee Frederick](#) is a working actor, voice actor, writer, and educator with more than 15 years of experience as a professional voice actor across commercials, animation, video games, television, and film.

Her voiceover credits include national campaigns for McDonald's, Walmart, and AT&T, as well as roles in *Call of Duty: Modern Warfare (Syd)*, *The Outer Worlds 2*, and *Teamfight Tactics*. Her animation credits include Disney's *Strange World*, Nickelodeon's *Baby Shark's Big Show!*, and the upcoming Netflix animated series *Steps*.

LaNisa is a series regular on *Jury Duty Presents: Company Retreat* and can also be seen in *Ghosts*, *Brooklyn Nine-Nine*, *NCIS*, and numerous national commercials. She is also a former professor at AMDA Los Angeles.

If you want to build a strong foundation in voiceover, LaNisa brings real-world industry experience and practical training to help you take your next steps.