See also: Student Handbook • *How to Ask for Reviews on a Marketplace* • **How to Avoid Late Orders** • ***Headshot for Advertising*** • ***About Your Demo*** • ***Fiverr Tips*** • ***How to Raise Your Prices*** • ***The "Mistakes Limit"*** • ***Your Roadmap*** • ***Old, unedited Tips***

You should start your seller profile before you complete your demo sessions. The audio from your demo sessions will be the audio you use on your Fiverr profile.

How to ask for reviews

When you're starting out you need reviews. Even though Fiverr auto-reminds buyers to leave feedback, always, always bring it up. It's important not to be pushy or ask multiple times, as this could annoy buyers. You also can't ask directly for a good review as that violated almost every website's policy, including Fiverr's.

If you get a review of three stars or less, and the buyer caused problems, consider screenshotting any conversations you had with the buyer where they caused issues or were unreasonable and ask customer support to remove the effect of the negative review. It's especially important to ask because the buyer could also leave a negative private review, and that can really kill your chances.

Here's some ways to approach asking for reviews:

When delivering the order

"If everything is good, consider marking the order complete and give me some feedback. It helps me grow and keeps me motivated. Looking forward to your review, thanks!"

"I am looking forward to your precious feedback. Let me know anything I can do for you now or in the future. Your satisfaction is very important to me."

"I've enjoyed working with you and look forward to your review :)"

Later

"If you're satisfied with the product and the experience, please don't forget to leave some feedback, it will help me a lot."

"If you have some time, I would appreciate it a lot if you could leave me a review, thank you!"

"If you could take a minute to review the gig it would mean so much to me, thanks in advance."

More messages to send

Here are **some pre-written messages** it's good to have ready.

Table of Contents

Updates

2025-26 Political Changes

Non-U.S.-based clients hiring U.S.-based voice talent has been dropping off, and the UK as well as the modern Mid-Atlantic/Transatlantic accents (English, but non-U.S.) are experiencing a boom, apparently due to the current U.S. administration's threats, tariffs, and poor reception in some foreign media. So some service providers like voice talent are limiting words and images that can be interpreted politically, such as flags and locations.

AI: New Accounts Less Trusted, Other Issues

> ***What to do because of AI / What's changed*** *< Use this info to update your prices for AI if you wish to.*

It was never a good idea to provide long samples or auditions on marketplaces, but it's even worse now, because it doesn't take a very long recording to clone your voice. AI prices are not about the length of the work, but about the terms and prices.

You need to update your FAQ to at a minimum say "The cost for AI training is by custom quote only" or "Using my voice for AI training is not allowed". Also consider contacting AI training companies proactively if it is something you are interested in, rather than waiting for someone to contact you and try to get you to work cheaply.

New Seller Success Score (read more)

Full changes apply from March 2024 onwards

New Account Trust Reaches All-Time Low

It now takes months just to build enough reputation (get a few reviews), that regular monthly income (some earnings most months) becomes possible. The good news is that our detailed information on how to succeed on Fiverr has never been more important, but the bad news is that it takes longer.

What Happened

New Account Disadvantages

New accounts have to work so much harder to prove themselves because of the huge influx of low-quality new sellers in 2023 that began in late 2022.

These accounts are both of poorly trained talent reading articles like “Five ways to make money from your basement” and automated accounts running scams or trying to automate low-level profits, using techniques like fake buyers buying from fake sellers to increase their reputation, and arbitrage (hiring someone to provide the services you sell) or using AI and lying about it.

The funnel means people must listen to your demo and/or click your ad before you can get buyers. Since Fiverr does NOT show your price per word, or price per base unit (e.g. how many words you get for your base price/ for X dollars) in your ad, it has become more important to keep your base price low longer. You CAN still increase your charges in many ways, but until you have been level 2 for at least 6 months, in most cases you are better off staying at a base price of $5, and keeping your word count low in order to raise your effective price per word.

Also, AI has caused some of the stingiest and worst buyers to stop buying human voiceovers. This is good news overall—these were buyers you did NOT want to work with frequently—but these were also buyers who could help launch you (help you get a few reviews) when you were new. These buyers represented both the easiest work to get, and the hardest work to get good reviews from—so our detailed info on how to avoid pitfalls with difficult or clueless buyers was and is still essential to getting started.

Public Company Issues

Fiverr's stock went up as their annual sales tripled due to the pandemic driving buyers to find online sellers. Then it dropped dramatically as the growth ended (stock price is more about growth—future value—than about present value).

So Fiverr began trying to extract positive stories—metrics of "quality"—from the post-pandemic market realities. Mainly, getting buyers to spend more (or all) of their budget more often. Since buyers who buy a lot on Fiverr stay on Fiverr, Fiverr can suggest that you raise your prices (to get more of the buyer's budget) even if this lowers your total income and doesn't affect your effective hourly rate that much. You will lose some buyers that will nonetheless stay on Fiverr—you will lose, Fiverr won't. They want more sellers charging higher prices. Provided you get enough work at a good rate, your interest and Fiverr's interest remain aligned. But in our experience, Fiverr is pushing hard for their gain at some expense to your gain.

As you'll learn below, when you raise your prices, you begin getting *less* of the budget that your buyers have to spend. We have a variety of strategies to help you get as much of the budget of your buyers as you can, and they work very well.

Create a Seller Account on Fiverr

> Fiverr.com seller setup link. *Note: Do not use the same profile picture on a new account as you did on your old, closed account.*

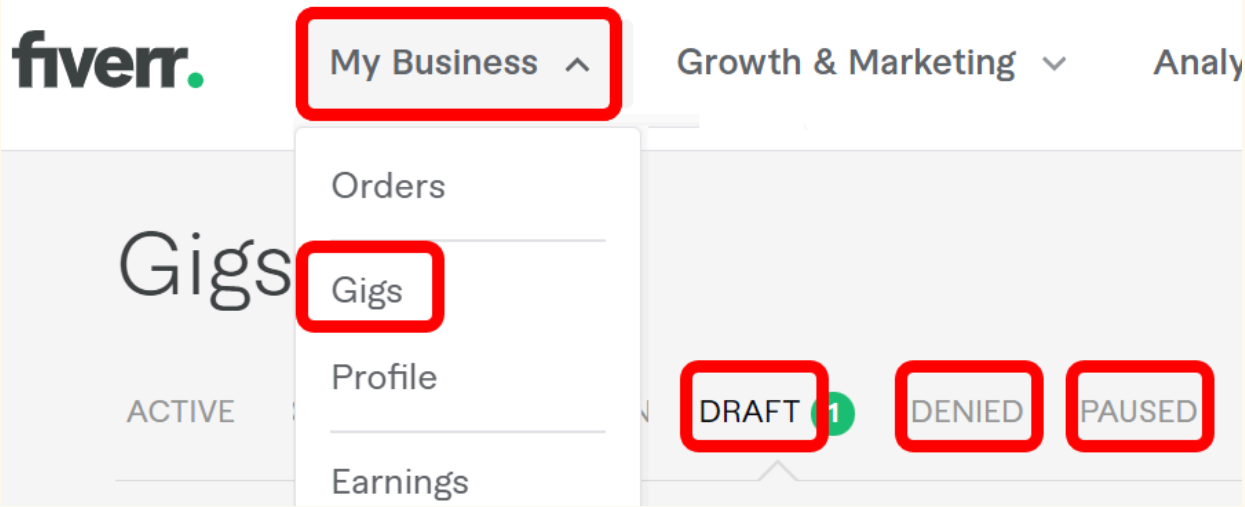
Multiple Gigs

In 2023-2025 we recommend starting with one gig, then adding a second one after you've gotten 5-15 reviews. Multiple gigs can be a disadvantage as well as an advantage, so don't feel pressured to do this.

Accidental Extra Gigs

It's rare, but sometimes when new sellers create their first gig, they accidentally create more than one and don't notice. Always check My Business > Gigs > in the Draft, Denied and Paused categories (screenshot below) to see all the

not-yet-active gigs you may have created. Note: Never intentionally pause an active gig, instead, use these tips if you want time off.



Before you Begin:

1. See these guidelines for choosing a performance name (not your real name)
2. See these guidelines for sending us selfies for AI to create headshots of you

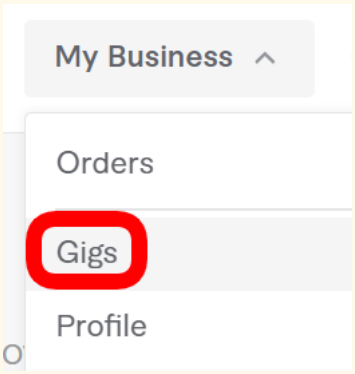
Get Started

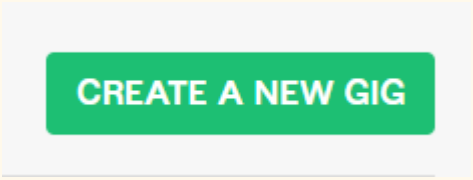
This is a guide only. **There are no "always right" answers for how to set up or change gigs**. Research, experience, experimentation and decisions are required. We are unable to promise anything to anyone, but we can tell you how people are currently succeeding so you can copy what works now.

Choose a username and display name. We suggest using your real first name or something very similar, and a real-sounding last name that starts with the same letter as your existing name

You must do more than simply create a profile. You must also:

1. Set up a seller account. Go here to do that.
2. Set up a gig to sell Voiceover. Once you are set up to sell, "My Business" will become a tab in your seller area. Click it, and click "Gigs" below it, then look for the "Create a New Gig Button"





⭐ Completing Your Online Gig Form

Choosing *Tone*, *Purpose* and *Search Tag* Keywords

Review this guide for tips.

When starting out, it's best to target popular niches (in 2023, like “YouTube”) to get reviews to build your reputation, as well as use a slightly wider range of keywords to get more potential matches in search results.

Profile Description

Hi, I’m [name], an experienced voice talent and producer ready to deliver clean broadcast quality audio of your project from my professional studio. My acting experience brings fresh authenticity and creativity to your vision. Read the FAQs and message me before ordering. Send a proofed script or purchase proofreading when ordering.

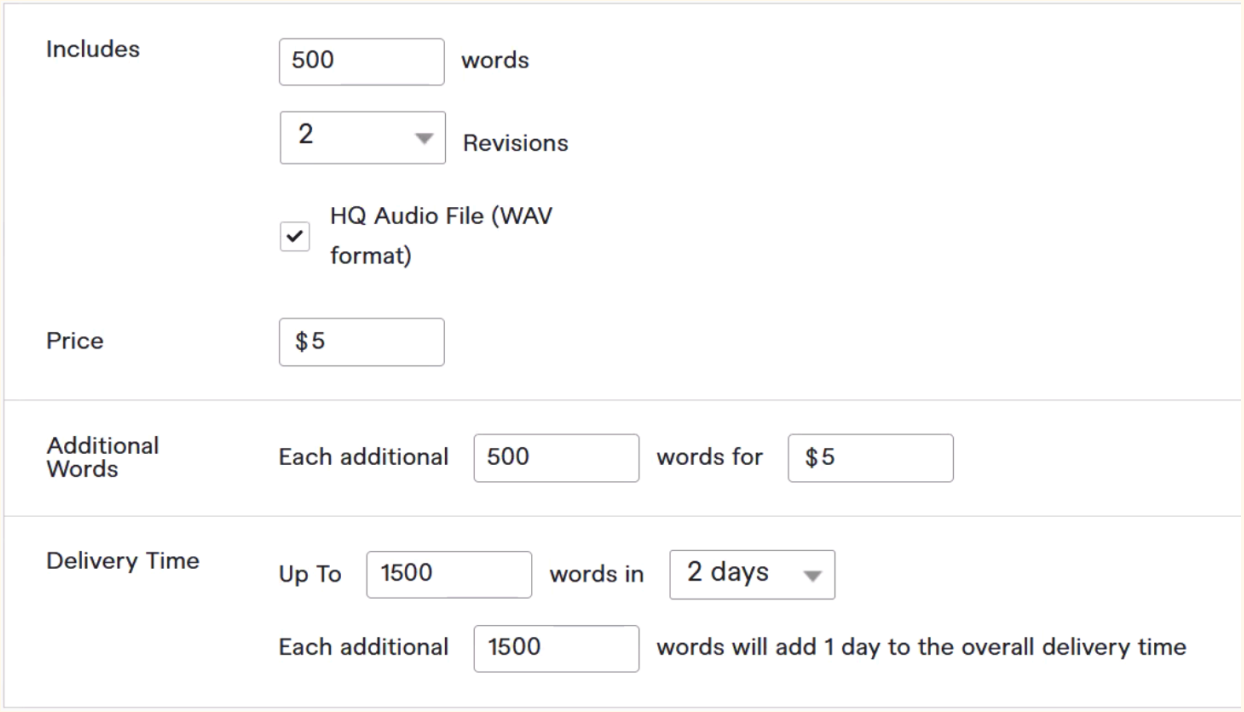
Delivery/Availability

It’s best to offer 2-day delivery as standard and deliver most orders in 24 hours. If this becomes challenging, and you need more time overall, raise your price. If you need more time on any particular day, use the “limit orders in queue” feature.

Eventually, you should add an extra for rush delivery. Don’t name it “Same Day”, or 24-hour. Name it Rush, then explain in the description “Usually delivered in under 24 hours”. . The cost of “Rush” should be your most expensive extra in your first year. If you can deliver even faster, specify “usually delivered in about 12 hours”, or “Next in line delivery”.

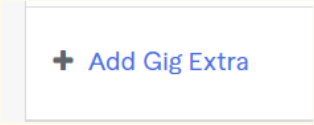
Your rush fee should rise in price faster than anything else. And **don't forget to raise the price of "Additional Words"** each time you raise the price of "Included Words"!

Initial Basic Settings: Screen 1

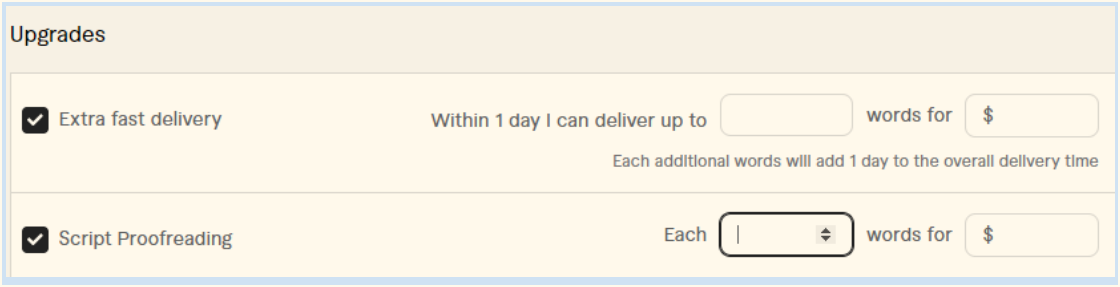


Upgrades ("Extras"):

Fiverr provides some default options that you can just click the checkbox to use. But they also provide an option to "Add Gig Extra" (pictured below).



And then you can add extras in a form that looks like this:



Fiverr provides a description to buyers for default upgrades. For custom Gig Extras, you will need to provide your own written gig extra. When we recommend you Add Gig Extra, we will indicate it by writing in red:

(Custom, create by clicking “Add Gig Extra”)

Highlighted items can be given away early on, and not listed for sale, but listed in the FAQ as “included”. Even after you change to charging for them, you should still give away some of them sometime. Many more extras are possible—check out other sellers for ideas.

New Sellers

1. $5 Additional reads/revisions (+1 day)
2. $10 Extra fast delivery (Rush Charge raise this to $20 quickly)
   For deliver up to _____ words, choose same number of words as your base (or offer a larger word count if you wish)
3. $5 Split files—up to five (5) files. (+1 day)
4. $5 Script proofreading

You should include a “Large Project Fee” either as an extra or in your FAQs, or both. You don’t want to do long work when your rate is low. $10 for 2,000-6,000 words, custom quote required for over 6,00 words
(raise over time, provide breakdowns for 6,001-11,999 over 12,000 words,
(calculate your time and rate here)

Add at Level 1:

5. $5 Business and Commercial Rights Package (INSTEAD of opposed to standard "Commercial Rights". Raise this quickly) (Custom, create by clicking "Add Gig Extra")
   Use this description: "Choose this option if you intend to use this voice over for promoting your product or service in non-paid marketing channels."
6. $5 Timed audio sync, per 60 seconds. (+1 day)
7. $5 Buy me a coffee (Custom, create by clicking "Add Gig Extra")
8. $5 Breath Removal (Custom, create by clicking "Add Gig Extra")

Add by Level 2:

9. $10 Complete broadcast rights package (Custom, create by clicking "Add Gig Extra")
10. $10 Background music (+1 day)
11. $5 HQ audio file (WAV format)

Keywords

These are words that buyers like or search for. They help you get hired. **Learn some keyword strategies here**. The main areas containing these words, in order of importance to promoting your services, are:

1. Gig Title
2. Gig Image Display Text
3. Gig Tags
4. Gig Description
5. Gig Video Demo Display Text
6. Gig FAQs
7. Gig image name and EXIF metadata

SCHOOL OF ACTING AND VOICEOVER

⭐Sample Gig Description

Hi, I'm Pat, an experienced voice talent and producer ready to deliver clean broadcast quality audio of your project from my professional studio. My acting experience brings fresh authenticity and **creativity** to your vision. Read the FAQs and message me before ordering. Send a proofed script or purchase proofreading when ordering.

Included Free:

48-Hour Delivery • HQ Audio • Two Revisions • Full Broadcast Rights • One extra take

> "Jane Smith is a talented voice artist and producer. A pleasure to work with." –Sarah Jones, *The Money Voice Factory*

> "Jane Smith is a wonderful professional to work with—simply the best!" –Dave Larson, *VOGigs.com*

I do scripts and styles including Warm, Powerful, Energetic, Conversational, Friendly, Calming, *Funny conversational, smart, fun, warm, believable, relaxed, persuasive, natural, engaging, and authentic!*

My experience includes:

- Radio & TV Commercials
- YouTube and Explainer Videos
- Training Narrations / eLearning
- On Hold prompts / IVR Phone System
- White Board Presentations
- Podcast Intros/Outros

Sorry, I will not voice scripts with hateful, derogatory or vulgar language, or sexual themes. I also do not record testimonials or anything that I believe may be misleading or related to a scam. I reserve the right to deny any work that I do not feel comfortable voicing.

Questions? Shoot me a message and I'll be in touch promptly

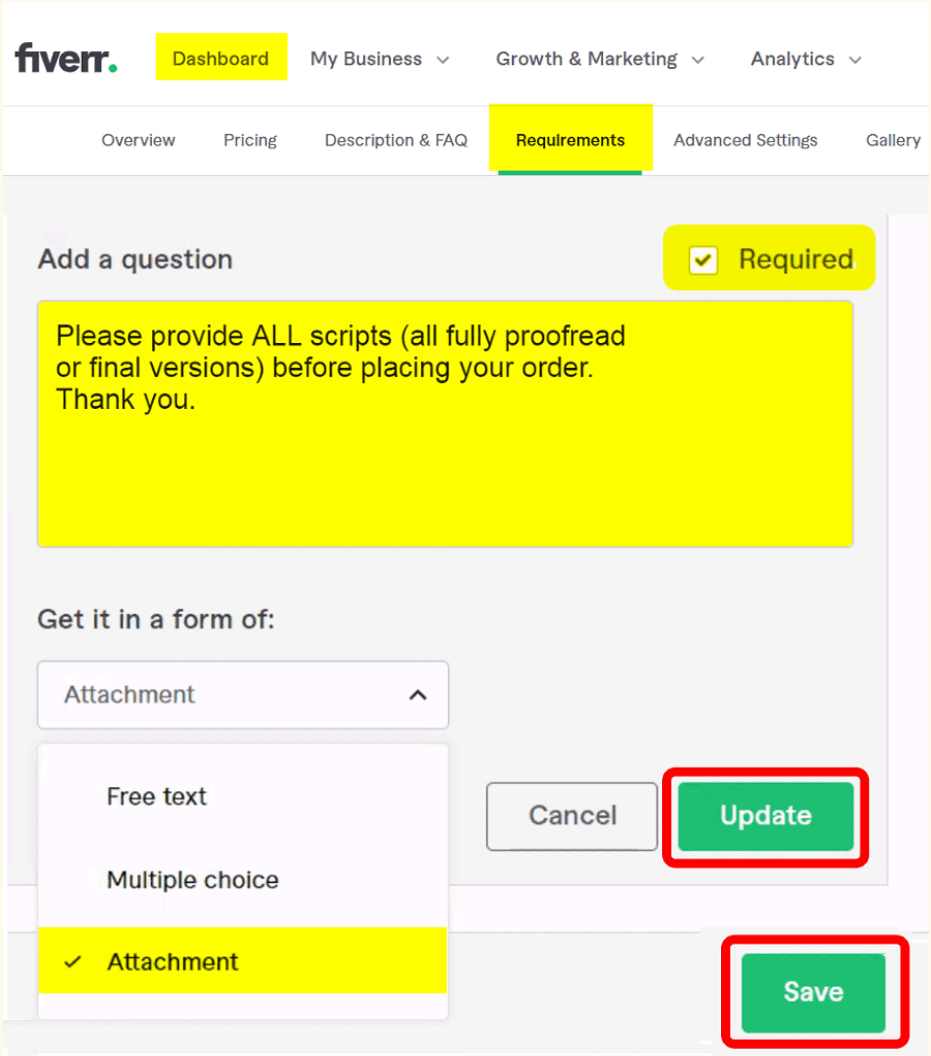
I'll help walk you through the process. Don't worry, it's very easy! Just shoot me a message if this is your first time using Fiverr or ordering voice over services, and I'll help you immediately.

Also, please favorite my gig so you can easily find me later! I look forward to working with you!

"Requirements" Section

Most important (**click here for more info**): Suggested wording, rewrite as needed:

Please attach ALL scripts, fully proofread or final versions, before placing your order. Order my proofreading or re-writing extra if needed, and I'll help you get a great script!



FAQs (a different area **than** requirements!)

> *To cancel a "bad buyer" order through customer service—you need a good FAQ policy in place or customer service will take the client's side.*

Encourage them to ORDER NOW after reading your FAQ, and "if you have questions message me". **You may have no more than 10 FAQs**, although you can obviously add faq like information to your description, and have extras that are essentially FAQ like requirements, beyond the 10 official FAQs

Gig Requirements:

1. Contact me before placing an order over over 2,000 words
2. Include a proofed script when you order

3. Include a pronunciation guide if needed
4. Confirm you have read these FAQs
5. Words are counted as spoken, not as written. Numbers, dates, URLs, etc. often are longer spoken than written.

What is a revision?

A revision is one or two minor changes to a script, or a request for a different take on a short portion of the script. I will provide multiple takes if requested.

Style or direction changes leading to a full re-record require either paying for a directed session extra, or for a full session redo.

What days are you available to work?

Change as needed to match your availability

Typically, I'm available in the studio with my team both weekdays and weekends, and some evenings. I am in the central U.S. (and was born there) so may be in a different time zone than you, which could affect my ability to respond rapidly.

Are you available for longer voice overs of 1,500 words or more?

Yes, but please inbox me first for availability and rates for longer projects. Longer projects require extra time for:

1. Coordinating clients and deadlines across multiple studio sessions
2. Extended script analysis and synchronization
3. Project management, quality assurance and file management.

I'm new to this, what should I do?

If this is your first time using Fiverr or ordering voice over services, just shoot me a message and I'll help walk you through the process. Don't worry, it's very easy!

How many scripts can go on one order?

One script per order. However, you can touch base with me first and we can combine multiple scripts for an order, we'll just have to price it accordingly (word counts, Rights, expedited delivery, etc.)

What is not allowed?

I will not record:

1. Misinformation
2. Unregulated Medical claims—I will not voice Medical claims not approved by regulatory bodies
3. Work that is sexual or adult in nature or contains profanity."

(Choose what makes sense to you).

How are words counted?

Words are counted as spoken, not as written. Numbers, dates, URLs, etc. commonly have more words spoken than as written. The "Real Count" service shall determine the actual number of words

Start with, alter later

How quickly will my voice over be delivered?

My delivery is typically within 48 hours on all regular voice over gig orders. I do have the option of Extra Fast delivery as well. Either way, being a full-time professional voice artist, my days are spent recording in my studio, so your voice over will be delivered well within the timeframe.

Do I need Business Rights?

Fiverr asks that you label each project business or personal before ordering.

I include these rights free of charge to you. *(Delete the red text when you add a Business Rights extra).* Voice over for any business and not personal purpose requires these rights, including spec spots used to solicit business or YouTube channels that have no monetization yet.

Add Usage / Broadcast Rights Later

FAQ: Do I need Broadcast Rights?

If your VO is to be used on any platform as part of a paid ad/commercial/promo campaign, then, yes, you do need Broadcast Rights. That covers use for radio, TV, or digital and internet media.

Sellers: What is Usage?

Factors include:

1. Number of locations
2. How many people who will use, see or hear the product,
3. Number of platforms or media the product will be used on
4. License time length granted.

In 2024, Fiverr limits usage to one year

Sellers: Add Usage Extras

Add before or just after the first time you get specific usage from a buyer request (add it, then respond to their request)

Full Broadcast Rights

$50-$300

Purchase the license to use this voice over for advertising your product or service in paid broadcasting channels like radio, TV, and internet.

Full Online Digital Media Rights

$30-$150

Purchase the license to use this voice over for advertising your product or service in paid online digital media channels like Social Media, Podcasts, Mobile Apps, Online Ads

Commercial and Business Rights

$15-$50

Purchase the license to use this voice over while promoting your product or service in non-paid marketing channels.

Perpetual Buyout

$150-$1,000

AI Usage / Cloning

A non-exhaustive list of digital media channels / types:

Social Media: Platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok, where users can share content, engage in conversations, and connect with others.

Websites and Blogs: Owned digital spaces where individuals or organizations publish content, including articles, blogs, product information, and company news.

Email: A direct channel used for personal communication, marketing campaigns, newsletters, and promotional offers.

Search Engines: Google, Bing, and Yahoo, among others, where content is discovered through organic search or paid advertisements.

Online Advertising: Various formats including display ads, search engine marketing (SEM), social media ads, and native advertising on different platforms.

Video Sharing Platforms: YouTube, Vimeo, and Twitch, where users can upload, share, and view video content.

Podcasts: Audio or video series on platforms like Spotify, Apple Podcasts, and Google Podcasts, where hosts share content on a variety of topics.

Mobile Apps: Applications for smartphones and tablets that provide a wide range of services, entertainment, and information.

Content Communities: Platforms like Reddit, Quora, and Pinterest, where users share and discuss content around specific interests or topics.

E-commerce Platforms: Online marketplaces like Amazon, eBay, and Shopify stores, where products and services are bought and sold.

I need background music for my commercial or narration, can you help with that?

Yes! I license an extensive music library that features music suited for all types of voice over purposes. Due to licensing restrictions though, I won't be able to send music files themselves, they would all have to be part of a mix with the VO.

I already have a video, but I need somebody to help me mix it with voice over and music, can you help with this?

Yes, I can mixdown your voice over, music, and video to whatever video format you might need.

YouTube Copyright Strike or Content ID claims

I and Fiverr gives you rights to this voice over. If YouTube gives your video a Copyright Strike or Content ID claim, it is usually NOT the voice over. There are no additional rights that will help resolve a claim or strike about music, images, or video.

Getting Approved

Fiverr will not approve your gig until an audio sample has been uploaded and audio and all other media have been approved.

Fiverr tweaks their system from time to time to discourage fake sellers by requiring you to interact with Customer Support. They will even remove approval from a previously approved gig to force you to interact with customer support. If your gig is not approved within ten business days after your media was approved, or your gig has been changed back to draft mode, contact customer support and say:

> “Thanks for all you do to help us! Quick question: Is there something else I should do to get my gig (re)approved? It’s been a couple of weeks. Thanks again!”

Always try to use the “sandwich technique” in messages by “sandwiching” information between two emotional positives, and never, ever use emotionally negative words.

⭐Raise your Price Fast as You Get Reviews

Example

These are the kinds of charges other students on Fiverr have achieved **6-9 months after achieving Level 2**: You may achieve these prices slower or faster:

- **Average PFH Earnings: $700 (price per finished hour)**
- **$10/150, each additional $10/100**

Extras that rise in price quickly after this point:

- $40 Complete broadcast rights package
- $35 Extra-fast 1-day delivery
- $10 Business and Commercial Rights Package

Additional Extras:

> *Remember, you can always discount or give things away via a custom order—so they’re not “fixed” charges just because you have them.*

- $10 Timed audio sync (per 60 seconds) (+1 day)
- $10 Buy Me A Coffee Continue ($10)
- $10 Background music (+1 day)
- $10 Additional revision (+1 day)
- $5 Script proofreading
- $5 Split files (up to 5 files) (+1 day)
- 10% discount for new clients

Introduction

You always want to be increasing your true hourly rate—to increase the profit you earn from the time things actually take.

But you can't increase too fast or too slow. For that reason, raise your profit *every* month to take control of it.

To do that, you need to plan increases to your fees, extras and policies *in advance*. Tell your advisor what your plan for your next month's raises are, and let them help you optimize it. Among what you must do will include:

1. Lower your word count at the same base price;
2. Raise the price of extras;
3. Add new extras;
4. Raise your base price.
5. Adjust policies for greater profit.

A plan is not a prediction of the future; it is a way to measure progress, adjust actions—and a basis for a smarter plan later. The farther into the future you plan, the more things change. You can only plan so far. And you can deviate from the plan at any time.

In the last 15 years, significant disruptions have occurred in the voiceover industry every 2-3 years (very rough average). Some have immediate effect, some are not noticed until they reach an inflection point after several years. The founding of Fiverr was one such change that began reshaping the industry a half-dozen years after its founding, years before the pandemic dramatically reshaped it.

So: it's generally not possible to have an accurate 5-year plan, even if you follow it perfectly. In the future, AI voiceover will eventually become very good, but buyers will always want more from a performance than AI can deliver. At present, the underlying tech to AI voiceover produces medium-low-quality audio. One day that won't be true any longer.

Guidelines:

- Changes do not work well if you have reputation penalties

- **Never do long work for low pay**. Turn down anything 3,000 words and up when your price is ultra-low—
- Price raising sequence is designed to push forwards rapidly, so from time to time you will need to restore old pricing if impressions disappear or clicks fall off.
- You need to stay lower long enough to get more customers quickly and learn how to set your system for dealing with careless and manipulative customers.
- It's important to get to $15 (standard pricing) if you can, as $10 is deader than $5 or $15
- At each stage, give away less free / add extras:

Start Low, Raise Fast

> *When you are a new seller, you will be matched with more new bargain buyers—the most clueless and manipulative buyers. You will have fewer of these over time. Fiverr frequently matches new with new.*

Take note that price raises need to be big and frequent at first, smaller and less frequent later. New sellers sometimes don't make the most of chances to raise due to inexperience, and regret the missed chances later.

The price of extras should rise faster than word count after you are well-established at Level 1.

The fastest new sellers reach $2,000 in earnings on Fiverr in 3-7 months (7 is too slow, and 3 is tough to achieve). The next $2,000 comes much faster if you haven't made too many mistakes, and take into account the seasonal drop in January. Raising your price and providing great customer service can double to triple your monthly earnings in your early months after your second price raise, e.g. monthly incomes of $30 +$120 +$300 +$600 +$950 = $2,000 More commonly, it takes over 6 months, e.g. $50 +$75 +$200 +$400 +$275 +$400 +$600 = $2,000. The longer it takes you to reach Level 2, the more likely you will have a drop in monthly income. Partly due to seasonal changes, partly due to Fiverr dropping your impressions a few times/year to make room to raise impressions for other sellers.

Change your gig bit by bit on the same date each month, so you never make changes much more than 30 days apart. Study how to **slow orders down or take time off** without penalty. (**How to achieve different levels**—for top rated, you also have to be manually picked by a team member.)

None of this works if you let even one customer slip through and leave you a negative private review. You need a combination of over-delivering and involving Customer Service successfully to handle all difficult orders.

Specific Price Raising Ideas

> ***Generally, raise your price after three reviews, or restart after 3 orders or 10 weeks if you get no reviews. You will need to "Limit Queue to Zero" (how to) if you decide to restart in order to wait until payments can be withdrawn, and not accept new orders.***

5-9 months after getting your tenth review on Fiverr you should be *exceeding* base-level Union audiobook rates, for new customers, meaning your price should be at $10 per each 300 words or more, plus some extras. Union rates cover a wide range of scenarios (such as commercials played to a national audience), but most won't apply much to the most common kinds of work you will be getting in your first months on Fiverr, so we make the comparison to Union Audiobook rates.

Introduction

The price-raising plan below is designed to give you a good reputation and high hourly rate on Fiverr. It limits difficulty and first-year income, but sets you up for a great second year income, because you will have a great reputation and tested high hourly rate. It assumes you will raise your prices rather than work more than 25-30 hours/week.

Lower prices usually mean more difficult customers, more orders, more hours, a lower hourly rate, and a worse reputation from all the difficult customers. But if you can deal with the difficult customers without having it impact your reputation, and don't mind working longer hours, lower prices can give you a reasonable and reliable income.

Few people will follow this exact price raising. ***Most should raise slower*** to keep more repeat customers and get the most total orders. It is designed to increase your hourly rate rapidly and decrease difficult customers rapidly. It will also mean fewer total hours, fewer total orders. If you have been working on your money voice, it will also mean you have more time to start competing on pay-to-play audition marketplaces.

Every time you find yourself working more than 20 hours/week on Fiverr orders, consider raising your price. This will NOT be an issue at first, but it can become one.

If you are getting significantly fewer orders, slow down your price raising. Raises work best if starting just before the holiday season in early Fall, worst if starting shortly after the holidays.

The Fast-Raise, High-Reputation, High Hourly Rate Schedule

> *You must plan specific price raises and extra cost increases every month on the same day. Make raises every month, give each increase three weeks to prove itself, if a change does NOT work well,* ***fall back to a very small raise over your previous prices and determine what the reason for the raise not working was****.*

Improve your Media, Improve your Acting

Great clients won't tell you there is bad acting on your demo, they will simply ignore you. And average repeat clients may not complain, but DO try to improve). Some great clients will not try you out if you are priced too low, and **getting great repeat clients is your goal**.

Work with the Time You Have Available

The amount of time you have available, and the amount of income you are looking for should influence your strategy heavily. A goal that ignores specific goals and availability is that after a few months as a Level 2 seller, working less than 25 hours/week, you should try to **reach $20/150 words** (rough equivalence: $5/50, $10/75, $15/225). If your acting and customer service focus is great, this is doable. It will take longer to reach that pricing if you don't have much free time.

If you DO have lots of time and want more business, keeping your price lower is the way to do it, but Fiverr's increasing favoritism (more impressions) to more profitable sellers will not apply to you if you stay cheap, and you will have trouble getting more profitable repeat clients.

Whether you are in the premium level of the seller success program affects strategy, because premium gives you more tools. One is being able to set your gig to "request to order" only (no one can order without placing a request first). This helps you manage your time by not getting orders you don't have time to fulfill when you get busy.

Whenever it takes more than 20 hours/week (or whatever time you have) to fulfill orders you should be raising prices. You need to not only improve options (decrease freebies, increase extras) but also raise your price every month. If you're not sure what to do, drop your word count by 50. If it takes you more than 6 months to reach Level 1, something is wrong and you need to fix it—fixing problems takes precedence. Price raises don't work well when your reputation has issues. (You need at least 50 orders to be level 2.)

⭐ *Raise Prices **in a way that** Adapts to Your Situation:*

In general, drop word count by 50 when average weekly hours increase, lower costs of extras if weekly hours decrease. Drop word count up to 60-90 days, or whenever you are working too many hours. Add extras/increase extras price every other month, or remove/decrease if work volume slows. Here is

1. **$5/500** words: Starting price
2. **$5/350**: After 5-10 weeks, or 3 reviews, or at least 6 orders
3. **$5/250**: After 10-15 reviews or within 3-6 months.
4. **$5/150**: If you are very close to Level 1 after more than 4-8 months.
5. **$10/300**: After you officially reach **Level 1** *Changing your base price is riskier than changing your word count, so this is a very slight change per word.*
6. **$10/250**:
7. **$10/200**: After reaching **Level 2 (up to $10/250)**

8. **$10/150**: After several months at level 2

When to Decrease:Decrease cost of extras if work volume slows too much. Lessen extra costs before lowering a price that had been working. Lower price if a price jump reduced new orders too much.

If you don't have enough time to complete orders, change your delivery time to three days and/or limit orders in queue to 0-3. Do not take time off/use availability settings; this has been known to drop impressions dramatically—Fiverr prefers you limit orders in queue instead.

Max Annual Income: Make your goal to reach $5/50 words (you will get more difficult customers this way though). Many bargain buyers will ignore base prices higher than $5

Max Income & Fewer Bad Buyers: Make your goal to reach $10/100 words. $10 used to be a dead spot, but more bargain buyers are willing to consider it than in the past.

Fewest Bad Buyers: Get your base price up to $15 faster without raising your per word price as rapidly—raise more slowly because the higher base price often reduces total orders.

Fix a Reputation: Succeed at around $10/400 words for a few months before raising your price again. This pricing will not drop orders too much vs a $5 base, but will avoid some of the more difficult customers and their reputation problems. Give everyone anything they want if they place an order, then block them after ten days if they are excessively difficult or cheap. If they are difficult but have not ordered (are only messaging you), block them before they can order. Get CS involved with any difficult customers.

Work Fewest Hours: Start at step 3 (skip steps 1 & 2) and raise base price to $20 within your first year. Give easy (high true hourly rate) repeat customers a significant discount. Block overly time-consuming customers.

When raising doesn't work for three weeks

If impressions go down after a price raise or other change, several reasons could be in play:

1. You just hit **the dead spot** before the effects of a positive change are felt

2. It's just the natural **carousel drop** you will experience several times/year
3. Your reputation received an unrelated penalty
4. Your changes made your gig less competitive/worse
5. You changed your gig too frequently
6. The marketplace is in a seasonal or economic slump.

1. The Dead Spot

The way Fiverr's algorithm works, any time you make a change to a gig, it can take a few days (even sometimes several weeks) for the "bots" to grab your new info and add it to the database. What happens next is sometimes that your gig goes "dead" for a while. This is common in many search engines (like Google).

2. The Carousel Drop (read more)

By default, Fiverr will show you more and more in search results (impressions will increase) for a few months, but several times a year it will drop your gig much lower impressions—and then slowly raise them again. This is known as "the Fiverr Carousel".

Sure, top-performing gigs are usually at the top of search results, but Fiverr also mixes in new sellers and average performing gigs constantly—like a carousel—in order for all their sellers to have a chance at sales. This is different from platforms like Amazon for example, which will basically show best results first. Fiverr does a mix. Just remember that the wheel doesn't turn slowly up and down—it goes slowly up, suddenly down significantly, then repeats, working its way back up to another peak several times a year.

3. Reputation Penalty (read more)

If your reputation has a penalty, it will limit your ability to raise your price successfully.

4. Marketplace Slump

Buyers become scarce after the holidays each year, and in early summer. Industry changes also have effects. For example, so many talent had so much success though the early part of the pandemic, that there were eventually too many sellers competing for the same number of buyers.

Raising Prices for Repeat Customers

Learn these tips, and understand the buyer class system. Use phrases early on such as

“I’m raising my price to [X], but not all at once”. X= not your NEXT planned price raise, but the one after that. Your next price raise is in-between your current price and the one you tell people you are raising to. Always say your price is going up to what you plan farther in the future, and then see who will go up with you 1, 2 or 3 jumps.

“I lowered my prices because I had time for more work, but I will be returning them to standard rates now that I’m busy again.”

Make Changes Carefully. Mistakes:

1. **Too Fast**: Changing your gig more than once/month will lower your impressions. Changing your gig more than once in 24 hours will remove you from search results! Plan your changes in advance, and make them on the same day of the month.
2. **Too Much**: Making too many changes at once can reset your reputation backwards a bit—it would be better to create a new gig than alter too much of an existing gig.
3. **Bad Idea**: Not all changes are smart changes. Rule of thumb: Make more additions or price increases than you delete, replace or change things.

⭐Your Mistakes Limit

Mistakes cause more problems than poor plans. Avoid mistakes!

If you make too many mistakes too quickly, you will fail to reach your goals. There are four levels of mistake:

1. **MINOR**: Oversights, Missed Opportunities, Inaccuracies.
2. **LIMITING**: Errors that slow or reduce your success.
3. **MAJOR**: One Penalty or Blunder, e.g. a Warning or a Negative Private Review.
4. **FATAL**: Multiple Penalties within 60 days.

The more severe any mistake is, the more likely it will lead to additional problems.

Your 60-day Mistakes Limit

You should have **no more than 3 Minor and 1 Limiting** mistake in your first 60 days. This is your "Mistakes Limit".

A Major Penalty means Fiverr will restrict your success, regardless of your goals. **Avoid all Major Penalties in your first five months**, or your long-term success will be stunted, and after that, have no more than one per year. This requires great consistency in applying your strategies—you can't let up even once or you will land at a lower level of success.

Mindsets That Lead to Penalties:

1. **Carelessness**: Not bothering to understand what all the penalties are, failure to focus on what matters most. Sometimes due to laziness or arrogance.

2. **Arrogance**: Believing you get to decide what matters and what doesn't because doing what you want—following your desires—is the ***most*** important thing to you. When it doesn't work, you blame the system, not your approach to it. Believing failure means "that wasn't for me", rather than "I could follow a better success strategy".

   The "superpower" of arrogance is success through confident action. The problem is you'll too often confidently and unnecessarily do the wrong

thing.

3. **Laziness**: Not paying attention due to assuming things will be pretty much the same regardless of your efforts, so failing to think things through or make and follow plans. You need more attention to details and planning.

4. **Victim Consciousness**: Believing the system is against you, unfair and hopeless. Believing others succeed not because they have a successful strategy, but because of luck and unfair advantages the system gives them that you don't get.

5. **Fear or Stress**: Life is full of difficulties, and many of us have stored trauma at some point that can be triggered by many things. Self-care is critical to your success. Learn How Caring Sellers Manage Tough Customers and Avoid Burnout.

Your Roadmap

Your personal goals

Your personal goals play a part in determining what affects your success. Example:

- **Pat's time is slightly limited**: Five hours of work many days in a row would be too much— Pat wouldn't be able to keep up and would probably incur penalties.
- **Alex's time is flexible**: Five hours of work many days in a row would be a positive for Alex—they could build a great reputation while earning money fast.
- **Taylor's time is extremely limited**: Even one hour of work most days would be too much.

So your roadmap must start with a schedule that fits your life.

Your Income

When you have your initial plan completed, the last step is to convert it into monthly income expectations to help you determine if it is working, or if you need to make changes. We don't want you to just succeed, we want you to become a star.

Your Available Time Schedule

If you don't plan even a rough schedule, things can get out of control quickly. You need to **decide what your ideal schedule would be long before you begin**, and what the most you could manage would be. Then use strategies to guarantee your schedule will be between those extremes. This is the beginning of your ***Roadmap***. If you don't know what you want, you won't know what constitutes a mistake.

- **Pat decided** up to two hours were available most evenings, and 4-5 hours over the weekend. Pat's coach offered some suggestions: Start at a regular price and use *Fiverr's Limit Orders in Queue* feature to control the time commitment, or start at a higher price to slow down early orders and use the Limit feature only if needed.
- **Alex decided** that if getting lots of orders helped launch a reputation quickly, that would be great! Alex chose to follow the standard strategy, and not worry if the price raised too slowly to control an influx of orders.
- **Taylor decided** to concentrate on putting proposals onto Upwork and avoiding all the customers that could try to place orders on Fiverr until there was more time later in the year.

For each day of the week, you need to:

1. Specify when you can work and for how long;
2. Translate that into how many words and deliverables you can produce each day;
3. Set a strategy based on #1 and #2 to control how fast you get orders.

You also need to set weekly and monthly expectations, any adjustments planned for future months, and take all of this into consideration to plan your approach to your first three marketplaces.

How Much Time Do You Have?

Plan for Changes: Most people want to give more time to voice over work sometime in the future AND want to keep their current schedule manageable. Generally, this imaginary point is reached when their hourly rate or income surpasses a certain number.

The "In-Between" Problem: The more you limit the time you spend on voice over, the more likely you will NEVER reach the point of making so much you can afford to allocate more time to voiceover. "Stage 2" is in-between the time you have now ("Stage 1") and the future when you are making enough money to give more time to voiceover ("Stage 3"). You can't reach stage 3 without Stage 2! People usually try one of three options for a future Stage 2:

1. Be willing to work to the point of being overwhelmed at some future point in order to make enough money to let go of some of your other income and devote more time to voiceover.
2. Keep your time from ever being overwhelmed, while managing your reputation near-perfectly so that you can increase your hourly rate and income enough to devote more time to voiceover.
3. Just try things and see what happens, ruining your initial reputation and making it impossible to even reach sufficiently profitable pricing because you will be penalized for not following a system that protects your reputation.

Most people choose "Option 3" because they think "I have to start somewhere, and I can always fix things later." No, you can't fix things later. If you start by breaking your reputation, it will become impossible to reach enough profit. The internet and online marketplaces have been around for a long time now; there are specific details of these mature/complicated marketplaces you need to manage *at all times*, or you will be *permanently* shunted to a lower profit tier.

Adapt to Availability: Virtually all new sellers should use limit orders to make sure they are never overwhelmed, and to make it easier to control their availability without resorting to other methods that have downsides. Using “limit orders” lets you push harder in other ways to rapidly build a strong reputation.

Misc FAQs

Also see “How to Avoid Late Orders”

How to Message Customer Service for Difficult Buyers

Never use emotional words other than gratitude to customer service. Always open with gratitude, end with thanks.

Message before you need to, saying you are trying to work it out. Later, say something such as “Buyer violated written Gig requirements despite repeated warnings”.

Posts to be Familiar with

1. https://www.facebook.com/groups/VoiceoverWildLines/posts/3245041345716267/
2. https://www.facebook.com/groups/VoiceoverWildLines/posts/3233152926905109/
3. https://www.facebook.com/groups/VoiceoverWildLines/posts/3231946120359123/

Buyer Cancels, then Reorders? Your Stats Don’t Take a Hit

If an order is canceled but the same buyer reorders from you within 2 weeks, your completion rate won’t be affected, and you won’t need to involve customer support. This policy went into effect on October 3rd, 2022

Old Pricing Level Recommendations

RISE UP TO (2021)				
New	Level.1	Level.2	Top.Rated	
$5-$10	$5-$10	$10-$25	$25+	Per 150 Words
$10	$10	$25	$25+	Commercial Rights
0	$20	$30-50	$50+	Broadcast Rights
$10	$10	$20	$25	Background Music
$5	$5	$5	$5	Split Files per 5
$50 for 30min				Live Directed Session
$5	$5	$10	$10	Buy Me a Coffee
$5-10	$5-10	$10-$25	$25+	eLearning per 150 Words

Your Video, Audio and Images

> *Fiverr reports that "73% of people say they prefer to watch a short video when learning about a new service." They are also beta-testing a feature allowing you to provide an "introductory only" video with some sellers. See also* ***About your Demo***

When someone wanting to hire a voice talent searches Fiverr, a thumbnail from the video you upload will appear as the Gig Cover Image in search results. If you have not uploaded a video, Fiverr typically uses the first image you've uploaded, and the first audio, and lets buyers view the image while playing the audio—a "simulated video".

You can do more with an actual video than you can with just an image, but it's okay to start with just an image and some audio samples of your work, prefaced with an introduction. A video is also what you want to link to in every email you send with the button linking to it labeled as "Hear my Voice".

SCHOOL OF ACTING AND VOICEOVER

UPDATE:

1. It takes longer to get started in 2024-2026 due to having a glut of low-quality seller accounts created by bots, sometimes called “hackers and slackers”, which you are lumped in with until you break out.
2. They trust even fairly new sellers to provide accurate keywords to help them match you with buyers. Over the years they have been trusting the keywords provided by newer and lower-ranked sellers more and more. One of the top ways to get more matches is to use a wider range of keywords (of things you are good at providing), and one of the easiest ways to target more keywords is to have more gigs. So we will be recommending new sellers should create a second gig as soon as they have two reviews, and should make sure to be encouraging reviews very carefully when completing orders. You can’t ask for a good review without being banned, but you can say “I’ve enjoyed working with you and look forward to your review :)”

See the **comments of this post** for sample ideas to copy from..

Stock photos save time, and a lot of people use it. We recommend stock photos because they give you good:

1. Acting
2. Strong, well-lit eyes
3. Face that pops
4. Overall pose
5. Detail in both light & shadow (zone system)
6. Lens choice and angles
7. High resolution
8. Post-processing
9. Clothing

More about stock photos.

Voice talent pictures are advertising—your performance is the product, and your picture will not be included in the final product. A picture of a person on packaging is not the product. The product is what's inside the packaging. What's on the outside is advertising.

So don't use a picture of yourself to try for "truth in advertising"—just make a great ad, and deliver a great product. Each piece of your marketing must be optimized, because they are links in a chain.

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SUCCESS NETWORK
VOICE ACTING EXPO