

Step-By-Step Voiceover Lessons for Beginners *with John Matthew*

Generic practice copy – Batch 1

Names and genders are generic and can be changed to your liking. Mix it up for practice – the key is staying flexible. Try different directions, too (see last page of this doc).

[NOTE: This copy has either been adapted from actual audition scripts, or I wrote it. As such it should not be distributed or used in any manner except for practice and demonstration purposes.]

Vacuum Cleaner :30 commercial – warm; giving friendly advice with a little humor; talking about pets

Let's be honest... No one makes a mess like best friends. Deep down in your carpets, dirt, hair and even pet treats, are hiding. That's why we designed the Ace Cordless stick vac. With special features that intelligently detect the dirt you can't see, and automatically boost power for up to 50% better dirt pickup. With more suction, and better pickup, you can bring confidence to your cleaning...and to play time. Ace – the best name in cordless.

Refi Commercial – unpolished, real, unapologetic, confident, a little snark; energetic with some pace

Remember when remodeling your home was a long-term goal? Well, your kids grew up way too fast...and sharing a bathroom with teenagers? Definitely NOT an option.

You need that new bathroom yesterday - and there's no way you're waiting another 45 days while the bank approves your loan.

Relax. Just dial 877-555-CASH, and speak with a refi specialist today who will personally help you close your new loan in under 20 days!

Hey, it's not a miracle. It's a phone call. So keep your peace of mind - dial 877-555-CASH and start your cash-out refi today!

Home Improvement / Paint commercial – friendly, optimistic, energetic. Think Home Depot. Alt: High energy, grit

Bring on the competition. A handful of permanent markers...a backyard full of mud...and a baby with an attitude.

Bring on food fights... and sweaty clothes. Sick pets...and dirty necks.

Bring it all on. Because you've got Western on your team. With affordable paints that withstand up to 1,000 scrubs.

And stains that stay beautiful year after year. Tough, durable, guaranteed.

Western Paints. Bring on the competition. Save \$10 on every gallon of Olympic stains and paints—exclusively at Home Station.

Video Game Promo – epic, cinematic, voice of age and wisdom. A character in the game, advising you from experience. Work the pauses. Alt: tired, seen-it-all warrior; detached but still means that they say.

Fall in line, they said. Be one of a hundred thousand. A pawn of the empire.

Give in.

But you chose light, not darkness. Hope, instead of fear. And life, where there was death.

And now you fight to rebuild the galaxy, relying on the energy that binds all things together.

Be strong. Be brave. Be one with good. And when your work is done...there will be peace.

Toyota Avalon – stylish, sophisticated, proud, a little bit of attitude when needed

The road less traveled may be dusty. But you can still take it in style. The all-new 2022 Toyota Avalon. Grace and power combined. See your Toyota dealer now for special lease options. Toyota. Let's go places.

Luxury Home Builders Promo – elegant, sophisticated, confident

This... is what dreams are made of...

A house you've imagined from the ground up.

A house you've guided, from floorplan, through construction, to finishing touches.

A house you've built without compromises, without stress.

A house where every detail is a reflection of you.

A house where your vision...becomes a home.

Legals - fast and even; try a slightly slower version that's a little more conversational. Pharmaceutical disclaimers should be read slower.

Cruises are in U.S. dollars, per person, double occupancy. Taxes, fees, and port expenses additional. Restrictions apply, full details on [circus dot com](http://circusdot.com). Ships' Registry: Bahamas, Panama, and Malta.

Loans subject to credit approval. Not all borrowers will qualify for all programs. Restrictions apply. Terms and conditions subject to change. A non-refundable application fee is required. See unionbank.com for details. Equal house lender, member FDIC.

Check with your doctor before taking generic medication. Side effects may include shortness of breath, rash, joint pain, headache and dizziness. If symptoms occur, discontinue use and call your doctor. Do not use generic if you have a cold or fever; are pregnant or plan on becoming pregnant, or are allergic to any of its ingredients. Use only as directed.

Composter Brand Video – friendly, upbeat, conversational

I make it a point to know where my food comes from.

But where does it go? The shells, the seeds, the stems, the half-eaten leftovers?

What if we could starve the landfills... And feed the environment instead?

My Compost Pro puts me in control of my household food waste... even the tough stuff, like bones. It's a convenient alternative to traditional composting...easy to use, odorless, quiet. And eco-friendly, of course.

In only a few hours, Compost Pro turns household food waste into a nutrient-rich mulch...that you can use in your garden right away, or store for later use. It really is the future of food waste management. Compost Pro.

Corporate Internal Communication – the challenge here is to deliver a lot of corporate-speak while remaining approachable. Stay as conversational as you can. For an alt read, try a more focused, polished delivery.

Our Brand Excellence Capability elevates and inspires brand teams to create and deliver integrated winning strategies—with a continuous brand plan, winning access, best in class execution, and robust value propositions that unlock the unlimited potential of our brand offerings.

These capabilities are driven by integrated brand management—our process for bringing assets from inception to full realization. It is supported by the Brand Excellence competencies, which enable us to build world-class capabilities with superior talent.

Competencies guide how we select, train, and grow our people to work cross-functionally, and ensure the strength of our talent pipeline.

Medical Tech Company recruitment promo – caring, reassuring, but not sappy; a little matter-of-fact

At Medtech, our purpose is clear. To build on our foundation of cutting-edge respiratory therapies. Improve diagnostic technology and combination therapy. Expand our portfolio of medicines that target the underlying causes of disease. And develop early intervention and cures with our research program.

But we won't stop there. We're fundamentally changing clinical practice, by decreasing overreliance on corticosteroids. And we're enabling earlier biology-driven treatment of respiratory disease. At Medtech, we're working hard, so the world can breathe easier. If you'd like to join us, click the link below.

Cognitive Bots – tech explainer; dry technobabble; goal here is to keep the audience from falling asleep.

Cognitive bots accurately classify, extract and analyze data from multiple sources, both structured and unstructured. They use machine learning to process inputs seamlessly and with ultra-high efficiency, irrespective of format. Now, these complex and typically time-consuming processes can be automated across platforms and industries – to make your business processes more efficient.

Medical Training Module – priority is clear delivery of information; at the same time some personality and warmth is required.

For most patients, dialysis can be a cycle filled with challenges.

When we review a patient's dialysis treatment, we often see patients that are fluid overloaded.

To try to maximize fluid removal, we increase the UF rates, which can lead to unwanted intradialytic events like cramping, nausea and even vomiting.

After facing an uncomfortable treatment, patients want to shorten their treatment time. They leave without achieving their dry weight and can enter the next session with even more fluid. Now, we have a situation where this increased fluid cannot be removed during a single treatment. Dialysis treatment goals or adequacy is not achieved, and fluid overload continues.

Animation: The Halloween Party – Dad & Mom characters. They are discussing their teenage daughter's plans for Halloween. For practice, switch roles.

Mom: Sam, Becky says she's going to Ronny's Halloween party after the school festival.

Dad: [distracted, fixing something] Yeah, she mentioned it this morning – is there a problem?

Mom: Well, Marta said that Ronny's parents are out of town right now – I'm worried about all those kids partying with no grownups around. And that big old house makes me nervous.

Dad: [laughs] Come on, what could be better than a big spooky house for a Halloween party? Besides, she promised she'd be back by 10.

Mom: I think we should drop by, just to be safe.

Dad: And embarrass her? We'd never hear the end of it!

Mom: Not if she didn't know it was us...

Dad: You're not suggesting...?

Mom: I am. The costumes.

Dad: That is the most outrageous, risky... and possibly fun idea you've ever come up with, Babs. I'm in!

Animation: Turtle Trouble – Children with kindly adult guardian; all are anthropomorphized animals. There is also an adult narrator.

Narrator: Little Rabbit, Little Fox and Plush Bear have found something interesting in the back garden...

Plush Bear: [Indicating baby turtle] Look children, do you know what that is?

Little Rabbit: It's a turtle! Where did he come from?

Plush Bear: I don't know.

Little Rabbit: Hmmm...

Little Fox: I think he lives in the pond at the park. Yes, I'm sure I've seen him there.

Little Rabbit: Should we take him back then?

Plush Bear: Yes, I think that would be the best thing to do.

Little Rabbit: But how do we get him there?

Little Fox: We don't want to hurt him.

Plush Bear: No, we certainly don't, Fox. Can you think of a safe way to move a turtle?

Little Rabbit: A bucket?

Little Fox: A box?

Plush Bear: Those are both very good ideas, children. Let's try and find one.

Little Rabbit: I'll look in the house!

Little Fox: I'll look in the front yard!

Plush Bear: And I shall look in the barn. Meet back here in ten minutes...

Narrator: But when they got back...

Little Rabbit: He's gone!

Video Game: Suave Villain – Villain, male or female; suave and charming when they need to be, but full of venom when provoked. Their evil deeds are based in anger and resentment.

[Speaking to the hero calmly, but with a hint of condescension]: I admit you put on an impressive show, Lazarus, but I really don't have time for your games right now. You wouldn't want me to get behind schedule, now would you, old friend?

[Threatening, angry]: You thought I would just move on after what you did to me, Lazarus?! Like some spineless do-gooder?! Not on your life, old friend. No, today is the day when those who have wronged me will know the pain they caused! And when they are thrown in prison, to rot like I did for fifteen years, they will not curse my name, but yours!

Video Game: Call for Reinforcements – Soldier, 20s – 40s, tough, confident, but clearly concerned about the situation. Dispatch officer, 20s – 40s, professional, concise, keeps emotions in check.

Soldier: Bravo dispatch this is Zebra leader, come in Bravo dispatch.

Dispatch: Zebra leader this is Bravo dispatch, go ahead.

Soldier: We are taking heavy ground fire, request air support ASAP.

Dispatch: Zebra leader what's your position?

Soldier: One thousand meters north of checkpoint Alpha-7, enemy is to our west. [off mic, yelling commands] Incoming, incoming, get down get down!! [back to dispatch] Steve, we need some help out here right now!

Dispatch [urgent, concerned now]: Hang tight, Kim, I've got support scrambling right now...

Movie Trailer: Inversion Layer – Dystopian action-adventure with a sinister edge.

Assume there is action & dialog in between VO lines.

VO: In 2075, there are no guarantees...

VO: But in a world without hope, there is a light...

VO: One man will hold it up...

VO: And fight for change...

VO: If they let him...

VO: Inversion Layer...Live...now.

VO: In theatres Summer 2023.

TV Sitcom Promo: Funny People – upbeat, energetic sitcom promo, a little wacky as needed.

VO: Next week on the season premiere of Funny People...

VO: Jan's new pet is ruffling Rob's feathers...

VO: And Maria's got a problem with the neighbors!

VO: [switch to serious tone] Then on a special one-hour Serious Medicine...

VO: [upbeat] That's the season premiere of Funny People, followed by Serious Medicine...only on NBC!

Voiceover directions – enhance your practice sessions by trying different directions on the same script!

Basic directions – very simple emotions & attitudes. You don't see these a lot on most commercial or corporate scripts, but they are used for character direction in specific situations ie video games, animation, audiobook etc. They are a good place to start if you're just beginning to add some personality to your reads.

angry, calm, cautious, confused, curious, delighted, excited, happy, indifferent, kindly, sad, sarcastic, scared, threatening, tired

Common directions – these directions are frequently given for actual auditions and jobs. They are a bit more nuanced and often given in combination with other directions.

aspirational, approachable, attitude, authentic, authoritative, caring, confident, conversational, dad/mom, deadpan, elegant, energetic, enthusiastic, everyman/woman, girl/guy next door, giving advice, gritty, humorous, hopeful, low-key, matter-of-fact, non-announcery, over-the-top, polished, positive, professional, proud, reassuring, real, relaxed, sharing information, snarky, sophisticated, stylish, talking to a friend, tough, trusted advisor, trustworthy, understanding, upbeat, weathered, warm, wise, wry

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