

- Lesson 1: 3 attributes needed for a successful voiceover career
- Lesson 2: A few mental health tips
- Lesson 3: How to find your village
- Lesson 4: Elements of the business
- Lesson 5: Demos
  - Types of Voice Over
  - Main Demos
  - Specialty Demos
- Lesson 6: Brand
  - What is Brand?
  - More Than A Logo
  - Customer Service
- Lesson 7: Websites
  - URL
  - Self-Built vs Outsourcing
  - What should be included
  - SEO
- Lesson 8: Rates
  - Establishing Rates
  - Tracking client specific rates
  - Negotiating
  - Creating a Rate Sheet
- Lesson 9: Where to find auditions
  - Pay 2 Plays
  - Agents
  - Directly from clients
  - Pros + Cons of each
- Lesson 10: Direct Marketing
  - How to Target Marketing
  - Tracking data
  - What to say
  - Email + Cold Call + Social Media
- Lesson 11: Accounting
  - Invoicing
  - Tracking Payments
  - Expenses
  - Reporting
  - Write-offs
- Lesson 12: Deconstructing Goals
- Lesson 13: Delegating
  - What to delegate
  - How to delegate
  - Where to find people to delegate to
- Lesson 14: A Day In The Life of a voice actor

# COURSE OUTLINE