



VOICEBANK
.CO.ZA

BROWSE THE SITE, DOWNLOAD THE CLIP, BOOK THE ARTIST

Getting your voice on Voicebank!

Information for managed
and independent artists.

2018 rev2

If you didn't obtain this document from our website, please visit
Voicebank.co.za and check that you have the latest revision.



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Introduction

- ✦ Voicebank.co.za is an online voice directory to help the industry search for, and cast voices for their productions.
- ✦ Voicebank is a Madhaus Media and PMA initiative designed to cater for advertising agencies, theatrical producers, casting agents, and radio and television producers who require an audio database of newcomers through to the top voices in the country.
- ✦ Voicebank is a total voice casting tool where users can easily search for artists using our unique *Power Search* engine to quickly find artists that meet their criteria. Other search tools such as *Artist Search* and *Keyword Search* are also available to help users find exactly what they are looking for. From the search results, users can listen to the artists audio clips and registered users may download the clips, email them to colleagues and add them to their personal Voicebox (for future reference).
- ✦ If you are a voice artist, getting your voice on Voicebank is one of the best ways to market your talent. Whether you are an independent artist or an artist with an agent, Voicebank offers you your own page on the site to showcase and promote your talent!





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Becoming a voice over artist

- ✦ If your friends and work colleagues have often said to you "you've got a great voice and should be doing TV adverts and voice-overs", then maybe they're right and you should consider getting into voice-over work?
- ✦ To become a successful voice over artist you need more than a great voice though. You should be completely fluent in the language you would like to perform and be able to read it with confidence. Your voice should also be versatile and you must be able to express yourself clearly.
- ✦ If you are new, a good voice-over coach will be of great benefit. The voices that sound the best usually get the work so its important that you stand out from the crowd!
- ✦ Other factors to consider are:
 - ✦ Are your work hours flexible enough to allow you to take time off to perform?
 - ✦ Reliable transport is a must – never be late for a recording!
- ✦ If you feel you have got what it takes then read on for more information on how to join SA's most popular voice casting site, voicebank.co.za



Voicebank Subscriptions

- ✦ Now that you've decided that voicebank.co.za is the best place to market your talent you need a subscription to get your voice on the site. You may choose from the following:
 - ✦ Adults (artists over 16)
 - ✦ **Standard Annual Subscription**
(1 year , load up to 25 voice or showcase clips, EXCLUDING RECORDING)
R599
 - ✦ Kids (artists under 16)
 - ✦ **Junior Annual Subscription**
(1 year, load up to 5 voice of showcase clips, EXCLUDING RECORDING)
R449
- ✦ Your subscription includes:
 - ✦ The listing of your voice on the Voicebank website for 1 year
 - ✦ Your own profile with picture and biography (you or your agent need to upload this and keep it up to date)
 - ✦ The promotion of your voice in our *Most Recent Artists* section, for a limited time.
 - ✦ VAT @ 15%
- ✦ Your subscription does not include:
 - ✦ The recording or moderation of your voice clips. Please refer to the "Partner Studios" section if you need to record voice clips. If you record your own clips Voicebank will charge a R30 moderation fee per clip uploaded.



Registering on Voicebank

✦ STEP 1 – Registration

- ✦ **Before you can record your voice clips or have your showcase clips uploaded you need to register on the Voicebank website as a voice artist.** If you are with an agent your agent may have already registered you so if you have an agent please check with them before continuing.

If you are an independent artist or your agent has not registered you go ahead and follow the instructions below to register otherwise you may skip to step 2 on the next page.

- ✦ Go to <http://www.voicebank.co.za>
- ✦ Click on *Join*
- ✦ Complete the registration form
- ✦ **Independent artists (artists without agents) will choose "*Independent Artist*" as the user type. Managed artists will choose "*Managed Artist*" as the user type and select their agent below.**
- ✦ If you don't have an email address you may leave it blank but you must have a cellphone number so we can contact you.
 - ✦ When you have completed the form click on *Register*
- ✦ **You will now receive an email or an sms with information on how to activate your profile. It is very important that you follow the instructions in the email\sms to complete the registration process successfully. If you don't receive a message within 1 hour after registering please contact support@voicebank.co.za for assistance.**
- ✦ Once you have registered, you may proceed to step 2.



Payment process

✦ STEP 2 – Payment

- ✦ The next step is payment for your subscription. If you are with an agent please check if your agent will be paying for your subscription otherwise the full subscription amount will need to be deposited into the account below:

Bank: First National Bank

Account No: 62360545449

Branch: Rivonia

Branch code: 250-355

Important:

- ✦ Payments for your voice clips recording (if applicable) need to be made **DIRECTLY** and in advance to the studio you are recording at, **NOT** Voicebank. The studio concerned will then confirm your recording date.
- ✦ If you are uploading your own voice clips that you have already recorded, please note that Voicebank charges a R30 moderation fee per clip.
- ✦ Please use your name & surname as the reference for the payment.
- ✦ Proof of payment must be either emailed to accounts@voicebank.co.za
- ✦ You will receive confirmation of payment within 48hrs.

Cash payments:

- ✦ We do not accept cash payments.





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Partner Studios

If you need to record voice clips for your subscription we have partner studios in Johannesburg & Cape Town that can professionally record your voice clips.

✦ Johannesburg



MADHAUS

SOUND • POST • MUSIC

- ✦ **Address:** 1st Floor, Block B, Stonewedge Office Park
1 Wedgewood Link Road, Bryanston
- ✦ **Phone:** +27 (0) 11 202 1800
- ✦ **Rate:** R350 per 30min including VAT.

✦ Cape Town



- ✦ **Address:** 21 Bloem Street, Cape Town 8001, South Africa
- ✦ **Phone:** +27 (0) 21 424 6000
- ✦ **Rate:** Please confirm with recording studio





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Booking for your recording

✦ STEP 3 – Bookings (if you need to record your voice clips)

Please skip to step 5 if you have already recorded your voice clips.

- ✦ Bookings are essential! Please contact the studio you would like to record your voice clips at directly. They will confirm the cost of the recording with you and the next available date.
- ✦ **Recordings cannot take place unless the studio has received payment in advance.**
- ✦ If for some reason you cannot attend the recording that has been scheduled please notify us at least 24 hours in advance so we can arrange a new date for your recording.
- ✦ **A NON-REFUNDABLE 100% CANCELLATION FEE WILL BE CHARGED ON ALL BOOKINGS THAT ARE NOT CANCELLED AT LEAST 24 HOURS IN ADVANCE AND IN CASES WHERE THE ARTIST DOES NOT ARRIVE FOR THE RECORDING.**
- ✦ **IN CASES WHERE THE ARTIST IS MORE THAN 15MIN LATE FOR A RECORDING THE ABOVE CANCELLATION FEE ALSO APPLIES.**
- ✦ **PLEASE NOTE THAT IF VOICEBANK REJECT YOUR CLIPS FOR QUALITY OR PERFORMANCE/EXPERIENCE REASONS - STUDIO TIME IS NON-REFUNDABLE..**



What to bring to the recording

- ✦ STEP 4 – The following are to be supplied by the voice artist when coming to the recording (if applicable):

Please skip to step 5 if you have already recorded your voice clips.

- ✦ All scripts for the chosen voice clips. If you are recording 4 clips then you need to have prepared 4 scripts. If you are only recording 2 clips then you only need 2 scripts. **Voicebank and our partner studios do not supply scripts! Each script should be a different delivery style and you should not do more than one delivery style or accent per clip!**
- ✦ We only recommend recording clips in a specific accent if you can perform the accent very convincingly.
- ✦ All scripts are to be max. **30 seconds** long without branding (ie. You cannot use any known brand or company names in your clips) and should not be taken out of magazines. Scripts should be original or reworked, using fictitious brand and company names. **If your scripts contain existing brand names they will be rejected by Voicebank.**
- ✦ If a showcase spot (an existing commercial) is being put on the site, they need to be uploaded to <http://upload.voicebank.co.za> **Showcase spots may not exceed 60 seconds. You are responsible for obtaining permission to use an actual advertisement as your showcase clip.** Voicebank charges a R30 moderation fee per clip.
- ✦ Please ensure that you are prepared for the recording and that you have rehearsed your scripts. Remember, users choose the voices that sound the best!
- ✦ **VOICEBANK AND OUR PARTNER STUDIOS RESERVE THE RIGHT TO DECLINE YOUR SUBSCRIPTION IF WE FEEL THAT YOU ARE TOO INEXPERIENCED OR YOUR VOICE IS NOT SUITABLE.**

IN THIS CASE YOUR SUBSCRIPTION WILL BE REFUNDED. PLEASE NOT THAT STUDIO TIME AND VOICE CLIP MODERATION FEES ARE NON-REFUNDABLE.



Submitting your clips

- STEP 5 – If you have recorded your own voice clips, you need to submit them to Voicebank, once you have registered and paid for your subscription.
- Voicebank charges a R30 moderation fee (per voice clip) uploaded.
 - **Format:**
Your audio files MUST conform to the following format otherwise they will be rejected.
WAV 44.1kHz 16 Bit Stereo\Mono
 - **File Name:**
Please label your clips: Name_Surname_Language_DeliveryStyle_Accent.
Example: Joe_Bloggs_English_Conversational_SouthAfrican
 - **Quality:**
It is imperative that voice clips are good quality as this is what the user of the site will judge your voice by. A Voicebank administrator will also listen to your clips once you have submitted them and will decide if they are good enough to be published on the website.
 - **Music:**
Voice clips may not include commercial music. If you have used library music you will be required to provide proof that you obtained the necessary rights.
 - **Duration:**
All scripts are to be max. **30 seconds** long without branding (ie. You cannot use any known brand or company names in your clips) and should not be taken out of magazines.
Showcase spots may not exceed 60 seconds. You are responsible for obtaining permission to use an actual advertisement as your showcase clip.
- To upload your audio clips visit <http://upload.voicebank.co.za> and follow the instructions on the website.



A Voicebank administrator will process your submission and check your voice clips. If they meet the requirements they will be uploaded to the website. If your clips are rejected you will be notified.



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Delivery styles

- ✦ If you're not quite sure about the different delivery styles we have included a brief description of each below:
 - ✦ **Hard Sell:**

This delivery style is an aggressive high-energy voice over technique. Typically this style of voice over calls for projection of the voice (but not shouting). The delivery has an excited feel to grab the listeners attention. Hard sell adverts appeal to people who love a bargain. Most retail adverts use this delivery.
 - ✦ **Soft Sell:**

This delivery style is quite the opposite of hard sell. The performance is gentle, subtle more intimate and typically the volume of the voice is quite soft and warm, characterised by a rich tonality. Soft sell adverts are designed to appeal to people's emotions and desires.
 - ✦ **Conversational:**

This delivery style is as it sounds, conversational. Your normal tone and pitch of voice as if you were chatting naturally to another person (which can be hard if you're the only person in the room). The character you portray is most important, your character will inform your delivery.
 - ✦ **Corporate:**

This delivery style is an informative, neutral voice over technique expressing pride and authority. The natural tone of your voice is used in a professional authoritative way to convey the message. Often used on AVs and telephone-on-hold systems.
 - ✦ **Bright:**

This delivery style is characterised by a high-energy, friendly voice over technique. Typically the style calls for some vocal projection and the delivery is produced in a friendly excited tone with a "smile in the voice" (produced by really smiling). Also often used in retail adverts.



Delivery styles

(continued)

- ✦ More delivery styles. Check out voicebank.co.za for all the different accents, delivery styles and categories.

- ✦ **Intimate:**

Very similar to "Soft Sell" but delivered in a more welcoming or confidential ,personal way: as if speaking to only one person.

- ✦ **Sexy:**

An intimate delivery style produced in seductive, sultry tones. Typically the voice over is soft and enticing to allure the person into taking action. Often characterised by a husky or breathy tone. This performance style is most often performed by women.

We highly recommend that you do a search for the various delivery styles, preferably looking for an artist with 5 years or more experience, and listen to the performance.

- ✦ Please note that when choosing between the numerous types of styles, characters and accents, we recommend that you choose some of the most popular styles, ie. Conversational, Hardsell, Softsell and Corporate.
- ✦ Be sure that you feel comfortable with your chosen delivery as it will reflect in the recording.



Need some coaching?

- ✦ If the above seems overwhelming and you need some help preparing for your recording or want to improve your skills as a voice over artist we have partnered with SAVOA to provide professional voice over training.



SAVOA host an intimate, full day voice-over workshop in Johannesburg and Cape Town where they teach you all about the art of voice-over and the techniques to become a voice-over artist in a professional studio environment. Attendees will receive up to 6 professionally produced and directed voice-over demo's, a discount on a Voicebank.co.za subscription, a SAVOA Certificate of attendance, and the 'Be Heard' e-book written by Craig Ross who will be your coach.

Visit www.savoa.co.za for more information or call 079 783 2938

Classes cater for a maximum of eight students so that each student can receive individual attention throughout the course.



We HIGHLY recommend that all 1st time voices attend some training to avoid disappointment.

Additional Voice Coaches

- **Kate Normington**
Phone: 082 451 2931
Email: mwkatenn@mweb.co.za
- **Fiona Ramsay (Speak Easy)**
Phone: 011 646 2596
Web: www.speakeasy.co.za
Email: info@speakeasy.co.za
- **Barbara Gillman (Voiceperfect)**
Phone: 082 344 4921
Web: www.voiceperfect.org
Email: barb@voiceperfect.org

While Voicebank recommends the above coaches please note that the training is NOT included with your subscription and any costs will be for your own account. We also cannot guarantee that after going for professional training that you will be accepted on Voicebank.co.za.



Renewals

Your subscription on voicebank.co.za is valid for 1 year from the date that your clips are uploaded to the website.

- ✦ At least 30 days before your subscription expires you will receive a notification via email or SMS with instructions on how to renew your subscription.
- ✦ If you do not renew, you will receive an email on the expiry date advising you that your subscription has expired and you have been removed from the website.
- ✦ The cost to renew your subscription for another year is the same as your initial subscription fee.
- ✦ You may replace your existing clips at any time during your subscription period however, Voicebank will charge a R30 moderation fee per clip uploaded.
- ✦ In short, your renewal fee allows you to keep your existing clips on the website for another year.



Frequently Asked Questions

- ✦ **Q:** How much should I expect to earn from voice over work?
A: It varies, depending on the work. The PMA rate card under "Pricing" on www.voicebank.co.za will be able to give you an indication.

- ✦ **Q:** Can you guarantee that I will get work?
A: No, unfortunately not. It depends on your talent, ability, quality of your clips and what users are looking for but by recording many good quality clips you increase your chances of getting work.

- ✦ **Q:** What is the difference between a voice clip and a showcase clip?
A: A voice clip is plain voice, no music and basic SFX and is 30sec long. These clips are usually recorded as a "demo". A showcase clip can be up to 60sec long and is an advert that has already flighted on air – a real advertisement.

- ✦ **Q:** I don't have scripts do you supply them at the recording?
A: No, unfortunately we do not supply scripts. You need to prepare your own.

- ✦ **Q:** Why am I not visible on the site?
A: The most common reasons are that your subscription has expired or you are searching in a category where you don't have any clips. It is also important to allow up to 48hrs after your recording for your clips to be visible on the site.

- ✦ **Q:** How do I update my profile?
A: If you are with an agent please contact your agent as they manage the updates but they can provide you with your username and password so that you can also make changes. If you are an independent artist just login to the website and click on the link to update your profile.





Contact details

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