

***Your response required by Thurs. Sept. 30!***

**URGENT:** ***This is a Time Sensitive Message From Susan Berkley*** for Great Voice Inner Circle members, Bootcamp and Teleclass alumni. If you want to gain an almost unfair advantage so you can finally break through to BIG voice over success—Read This Now!

## **“Could this be THE END OF VOICE OVER as we know it??!”**

### **Attention Emerging and Experienced Voice Talent:**

- ✓ **Are you tired of struggling through audition after audition and not booking work? Are you even auditioning at all?**
- ✓ **Have you invested hundreds and even thousands of dollars in equipment and demos, but have little or nothing to show for it?**
- ✓ **Are you struggling with your voiceover marketing and wondering if your dreams for a great life behind the mic will ever come true?**

**Naysayers would have you believe that right now, voice talent should move on to better things – that voice over, as a viable career, is hopeless.**

**This simply is not true!**

**There IS a proven, results-driven blueprint for Monetizing Your Voice** a success system that works RIGHT NOW, even in the deepest, darkest depths of the great recession.

**Yes, voice over has changed, but you CAN change with it.**

**I've cracked the code and I'm going to reveal my secrets to a select group of voice over TALENT WHO ARE READY TO HAVE THE VOICE OVER CAREER THEY'VE ALWAYS WANTED**

**This isn't for the travel-weary or faint of heart.**

**It isn't for you if you're looking for more of the same – because in this economy the same old same old will not work.**

**It's also not for you if you're looking for a workshop where you can show off your 'dulcet tones' to a captive audience.**

**In fact, you won't be reading a single piece of copy at this event**

**This is something completely different, something you've never seen or experienced before – something that will rock your world.**

**And if you qualify, I'll walk you, step-by-step through my**

**“Get-It Done Voice Over Success Blueprint Event”  
Dec. 3-5 in Orlando, Fla.**

Dear Inner Circle member and Bootcamp and Teleclass Alumnus,

On the surface, it seems like if you just follow the old formula of training+Demo+agent, it's merely a matter of time before your vo career takes off.

After all, you have a great voice. You have great talent. You're a good person. So all you need to do is send out your demo, audition and the work will come, right? **But things probably aren't working out the way you planned.**

**Does this sound familiar?**



- **You've spent countless hours and a small fortune perfecting your demo and learning voice over technique.** But something is missing – otherwise you'd be behind the mic right now, instead of auditioning repeatedly and not getting jobs or not even getting auditions at all. It's time to get to the bottom of this. **What if someone diagnosed your problem and handed you the blueprint for actually getting jobs, someone who has figured out all the industry secrets?**
- **You love a challenge. You want to walk the walk. You have the courage and the determination. So why isn't it paying off?** You're beginning to feel like you'll never see your voice over dreams come true.

**What if you could find someone who's hugely successful and can take you by the hand, someone who has the paint by numbers plan you can follow to success?**

→ **You know you could market yourself better, but let's face it. Fear and confusion have you procrastinating, and hoping for the best. What if you could get hands-on help creating actual marketing pieces AND learning how to use them – so you could start taking action to get your career off the ground?**

→ **You've been talking about getting into voice over for quite some time now (okay, it's been years) – you've bought the books and done the research but you've haven't gotten started yet. And now your friends and family members are starting to raise their eyebrows when you talk about it. How much longer are you going to be all talk and no action?**

**Let's face it. Your voice over career isn't taking off. In fact, it hasn't even left your driveway.**

You feel like your web site isn't what it needs to be. You know you should be using social media but you have no idea how to tweet (or even what IS a tweet). Your agents (if you have them or if they're still in business) seem to have forgotten you exist. And even thinking about calling up prospects is like thinking about getting a root canal.

Well, guess what? This mindset will keep you wishing and hoping into your golden years.

**So before you keep reading, know this:** If you're not ready for a whole new way of doing business in voice over – which very likely means challenging your current belief system – then stop reading right now and put your home studio equipment up for auction on E-Bay.

**But if you're still reading, then know that I've cracked the code.**

**I know how to have a vibrant and satisfying career in voice over right now, in the new economy and in a recession. In fact, I've made millions and continue to work successfully today.**

Remember, I'm the voice of AT&T and Citibank and I have thousands of commercial and narration credits to my name.



**What if you could find someone who has watched the voice over industry evolve, and who could lead you through the RIGHT STEPS so you know exactly what to do?**

**It all comes down to one thing: you MUST Monetize Your Voice. And you're not doing that right now.**

Believe it or not, **monetizing your voice has NOTHING to do with the sound of your voice.** It has nothing to do with your talent, your training, your home studio or even your demo.

**It's about turning that talent, training, equipment and demo into a steady stream of gigs** – even now, during these unstable economic times. It's about creating a system that works for you – a system that brings voice over opportunities right to your door.

**And it just so happens, this system is FUN! *Wow!***

So what is **my Monetizing Your Voice System** all about and what it can do for you?

1. **My Monetizing Your Voice System takes the guesswork out of getting jobs**, so you can simply ENJOY voice over and all its benefits. It provides you with a concrete roadmap .
2. **My Monetizing Your Voice System is a SYSTEM that does the work for you** – so you can sit back, relax and enjoy the ride.
3. **My Monetizing Your Voice System allows you to create a stable, solid business in voice over, even in this economy.**
4. **My Monetizing Your Voice System provides you with a diversified marketing plan and keeps you organized as you implement that plan.**
5. **My Monetizing Your Voice System gives you peace of mind so you can stop worrying about your future.**

**It's not your fault if you're not seeing the results you expected in your voice over career. When you started, you probably COULD get jobs based on the old training+demo+agent formula.**

**Here's where I'm several steps ahead of you: I have been super successful in the voice over industry for a long time – and it's not merely because I have a great voice and I'm good at what I do.** 

**It's because I have perfected a WORKING system for marketing myself. This proprietary system, which I developed from scratch, will take years off your learning curve and launch your career into the spotlight. But it's not for dreamers, or hoppers.**

**That's why I'm so excited about my newest event where I'll teach my ENTIRE Monetizing Your Voice System. Introducing...**

## **"The Get-It-Done Voice Over Success Blueprint Event" Dec. 3-5, Orlando, FL.**

**If you're looking for real advice, from someone who has cracked the code, who has walked the walk, and lived the life of a voice-over professional, AND you're ready to start experiencing the fun and excitement of voice-over, then this IS for you.**

Here are the key components of my "Get-It-Done Voice Over Success Blueprint"

- Proven mind-set techniques for banishing procrastination, call reluctance and achieving success – yes, you can actually learn to love selling yourself!
- **My unique perspective on Time Management for voice talent and how to make this work even if you don't think you can squeeze another minute about of your crazy busy day.**
- My "secret" formula for finding a treasure chest FULL of your ideal clients who can't WAIT to hire you, in many cases without a single audition.
- **The EXACT words to say to your ideal client so the jobs keep coming in.**
- What you MUST do to turn yourself into a client MAGNET.

**Comment [s1]:** Jenna, please create a ticket image for the event that looks similar to this for our event. Wording is:  
Susan Berkley presents  
"The Get-It-Done Voiceover Success Blueprint Event"  
Admit One  
You can use the same palm tree, dollar sign and money on it but do a different background color that goes with the page better

**PLUS you're also going to walk out the door with ALL of your marketing DONE! You'll have in your hot little hands:**



- Your web site copy
- Specific scripts - from what to say when you're networking to getting the job to collections
- A marketing calendar
- I'm going to give you a TON of samples, templates, checklists, everything you need to get all the jobs you could possibly want and MORE

So now you may be wondering: **How is this going to work? How am I going to learn the Monetize Your Voice System AND get all my marketing done to boot?**

Here's how I'm going to deliver it:

**1. First, you're going to spend 3 powerful days with me December 3 – 5, in Orlando Florida.**

Friday December 3 8:30 am-5:00 pm  
Saturday December 4 8:30 am-5:00 pm  
Sunday December 5 8:30 am-4:00 pm



**2. While you're at the event we're going to COMPLETE MANY OF THE ACTUAL PIECES OF YOUR MARKETING PLAN, such as creating a Facebook page that sells; writing telephone scripts; creating your price sheet; web site and postcard copy as well as creating your marketing calendar and demo cover letter. So when you leave the workshop, you'll have the material in hand – not just a bunch of good-looking binders that end up collecting dust on your shelf.**



- 3. You'll get worksheets, checklists, samples, and copies of materials I use – materials that have proven themselves effective – and have driven my multi-million-dollar career.**
- 4. I'm going to offer several HOT SEAT COACHING SESSIONS, where participants have the opportunity for one-on-one coaching with me (while everyone else tunes in!). I'll select a**

variety of participants so that I cover a variety of situations, so everyone can learn from these valuable sessions.

**This sounds wonderful, Susan, but how much is it all going to cost?**

Good question. I have a few of my own.

**How much is it costing you,** in money spent on training and in time spent on auditions that don't end in paying jobs?

**How much is it worth to you to get your voice over career off the ground** – and not only off the ground, but into the air so that it is stable enough to support you without you working a separate job?

**And what are YOU worth?** You can consider this course a gift to yourself – the gift of knowledge that will provide you with an unforgettable 2011!

**“The Get-It-Done Voice Over Success Blueprint Event” is designed to provide you with a roadmap detailing exactly what you need to do to STOP wasting your time and money on TRYING to get jobs and to START building your career – immediately!**

All you have to do is land ONE job using the marketing and sales techniques I'm going to teach you, and you'll cover the low investment in this course which, ( when you respond by Midnight Tuesday September 30) is \$795 for Inner Circle members and Bootcamp and Teleclass Alumni And you can even break it out into three easy monthly payments of \$331.66 if you prefer. **Plus, you can bring a friend, spouse or family member for only \$50!**

**On top of that, you'll save money, time and aggravation struggling to create a working marketing program.** I am going to guide you through a marketing calendar that makes follow-up easy.



**Plus, you're protected by my PERSONAL "Get -It-Done" GUARANTEE.**

I stand behind my knowledge, my expertise, and my products. I KNOW this workshop has the potential to transform your business, your career and your life. But, if you don't agree, you have until the end of the second day to decide if this is for you. If not, simply let a member of my staff at the back of the room know before the start of the second day, turn in your course book and I'll refund your investment.

**Ready to get started, and give yourself the gift of a lifetime?  
Or do you still have a few questions?**

**Q: How is this event different from your Bootcamp and Teleclass?**

A: This seminar will go much deeper than anything I've ever presented before regarding mindset and marketing your voice over business and getting to work. It is geared specifically toward getting booked in voice over. You will not be reading a single piece of copy during the 3 days we spend together. In fact, there will not be A SINGLE MICROPHONE in the room. You will walk away from this workshop with a ready-to-implement Marketing System. I'll give you the templates and together we'll fill in the blanks so you walk away with many of the actual marketing pieces already done. You won't get that anywhere else.

**Q: I don't have a demo yet and I'm just getting started. Shouldn't I wait before I focus on marketing?**

Not at all. Remember, the old Training + Demo + Agent formula no longer works. We've found that people who follow it spend years mired in confusion, never getting their voice over career off the ground. Targeting your marketing from the start will enable you to do the perfect demo and even find the perfect coach to help you get to exactly where you want to be in record time. Plus, when you leave this Blueprint Event you'll have all your marketing pieces ready to go and hit the ground as soon as your demo is completed and approved.

**You must respond by Thursday Sept. 30 to get the special Great Voice alumni discount of only \$795.** After that the discount goes away and you'll pay as much as \$1995 to attend. **And don't forget-- you can bring a friend, spouse or family member for only \$50 more!** For questions or to register, call 800-333-8108 x229 or [Jason@greatvoice.com](mailto:Jason@greatvoice.com) or return the enclosed acceptance form by fax to 201-541-8608 or by mail.

To your voice over success,



PPS: Hurry! The special alumni discount of only \$795 ends on Thursday Sept 30. After that you'll pay as much as \$1995 to attend. Call 800-333-8108 now or fax back the enclosed acceptance form today.