

# **Part 1**

## **Preparation**

# GOAL OF THIS COURSE

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After completing this course, you will have a complete system for adding a solid stream of profitable e-learning work to your voiceover business.

# HOW THIS COURSE IS STRUCTURED

**01** | WEEKLY CLASSES

**02** | MEMBER SITE  
Opens Friday, December 2

**03** | FACEBOOK GROUP



# YOU ARE HERE

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We are all starting from different places on our journeys to  
book more e-learning work.

# MODULES

01

## PREPARATION

What you need to know / Preparation for reaching out, to set yourself apart, to be competitive.  
December 1

02

## FINDING

Effective and lesser-known methods for finding e-learning voiceover work.  
December 8

03

## GETTING

How to reach out to potential clients with a confident marketing approach  
December 22

04

## DOING

Best practices and lessons for performing e-learning voiceover with Alyson Steel  
December 15

05

## FOLLOW-UP

How to follow up with clients, get referrals, and book recurring work  
December 22

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## WHY E-LEARNING?



facebook.com/groups/bookmoreeelearning  
#MyVOWhy

# WHY E-LEARNING?



Rates



Less auditioning



Long-form



Recurring



## UNFAMILIAR?

- Gating
- Punch and roll
- Batch processing files
- Recording specifications (16-bit, 48K, WAV)

# WHY PREPARATION?

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# JARGON



The more versed you are in e-learning jargon, the more efficiently you can source potential opportunities

# RATES



When you understand all the different ways e-learning rates are structured, you can easily determine if a client's current model will work for you, and/or how you can easily adapt their model to yours.

# SERVICE STANDARDS



You don't want to be stumped when a client asks how much you charge for a pick-up. Or how long it will take you to turn around a one-hour project that must be split into 85 files. Establishing these standards up front will make your life easier, and make you look more professional.

# ANSWERS TO FAQs



E-learning work comes with its own unique set of concerns for the client. You will find yourself fielding questions you don't normally get in the regular course of your business. Be aware of these questions beforehand, so you can intelligently answer them when necessary.

# JARGON



# Process of Creating an Online Course

## ANALYSIS

The problem is clarified, and the objectives and goals are established.

A

D

## DESIGN

Lesson planning and storyboarding is done.

## DEVELOPMENT

The course contents are created, and the course is assembled.

D

I

## IMPLEMENTATION

Procedures for training the facilitator and learners are developed.



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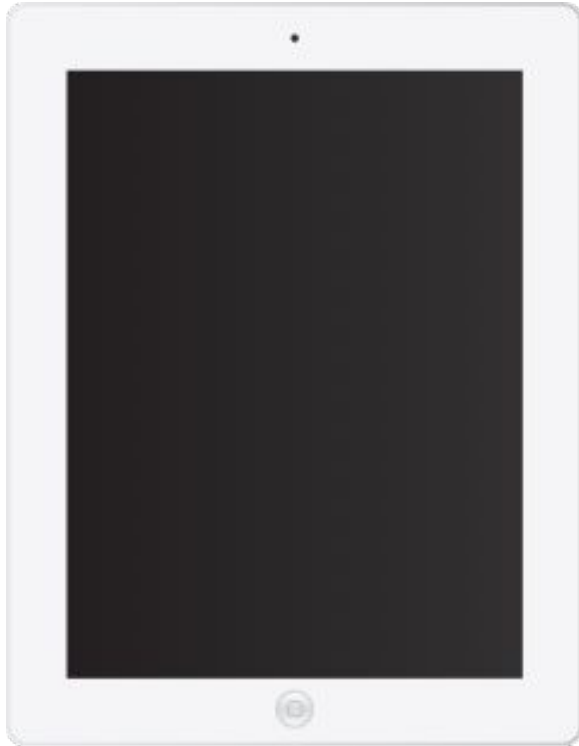
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# TYPES OF E-LEARNING



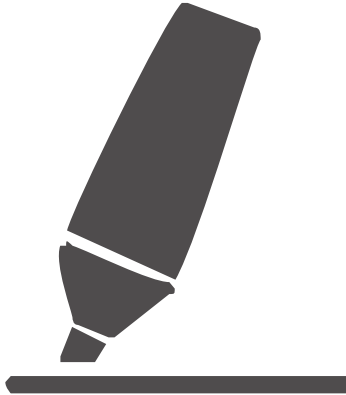
- Pure video
- Click-through / text-based (similar to PPT presentations)
- Interactive (includes additional media and interaction)
- Simulations (highly interactive, may include gamification)

# CATEGORIES/TOPICS OF E-LEARNING



- Human resources
- Sales
- Retail
- Medical
- Equipment training
- K-12
- Restaurant
- Technical / software

# AUTHORING TOOLS



- Lectora
- Articulate
- Camtasia
- Captivate
- Dozens more

# KEY TERMS

- E-learning (eLearning, elearning)/online training, e-course, distance learning, WBT (web-based training), CBT (computer-based training)
- LMS (learning management system)
- Mobile learning
  
- Instructional Designer
- Training and Development Specialist
- Learning Solutions Design and Development
- Instructional Developer
- Developer

For additional terms:

<http://theelearningcoach.com/resources/online-learning-glossary-of-terms/>

# RATES

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# RATE MODELS

- Per finished hour
- Per studio hour (union)
- Per minute
- Per word
- Combination of minimum rate and per-minute rate (ex. \$200 for up to 5 minutes, then \$15/minute thereafter)
- Per page (less solid than word count, since fonts and margins vary)
- Per module
- Per project

Be sure you are clear on all of the details if you are going to agree to a per module or per project rate.

Some developers/clients will insist that you provide a rate. Others will insist on using their own.

# SERVICE STANDARDS

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# SERVICE STANDARDS

What is your policy on...

- Turn-around times
- Auditioning
- Changes, updates, re-reads
- Splitting and naming files
- Removing breaths

# FAQS

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# FAQS

- Some clients will require a lot of information from you
- Some will hardly ask anything (possibly because they don't know quite what to ask, so they are trusting you to know what you're doing)

# FAQS

I will need you to deliver some edited files for me (see script in the body below). It's only four short files. We're just looking for a "snapshot" of what we can expect delivered. The focus here is on your editing skills and recording quality.

Please record the script cold (no pre-reading) - *in the environment and with the equipment all subsequent audio will be delivered* – then edit to remove your mistakes and pick-ups, saving it under the file names provided.

We're looking for clean audio – no transients, clicks, plosives, lip smacks, mouth noises, etc. Please avoid the use of gating. Remove breaths between sentences and areas where the removal of the breath sound does not clip off surrounding audio. (Hint: Sweat the details).

Ensure there's roughly 1/3 of second silence at the start and end of every file (doesn't have to be exact, but it has to be silence).

Record/Deliver at 48,000K .wav, 16 bit mono. Lightly hard-limit to -3db. Zip the files up and upload to the address provided. Label the zip file

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# WHERE YOU MIGHT GET CAUGHT UP

- Don't feel like you need to become an e-learning developer or an e-learning expert. You will see in future modules how it is beneficial to you to have a cursory knowledge of the development process, but your clients will not be testing you on terminology or jargon.
- Don't fret about rates. Figure about how long it will take you to record and edit the requested audio, and then decide what an hour of your time is worth. There are plenty of e-learning developers more than willing to give you a fair rate for quality VO.



## DO THE WORK

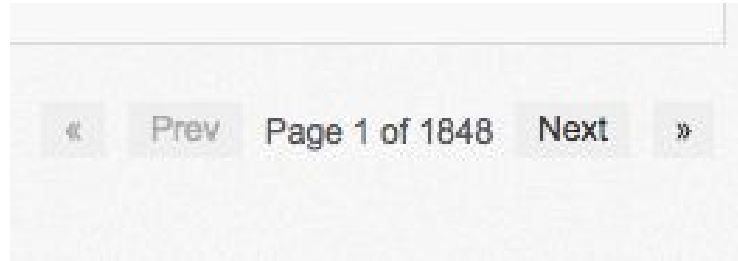
- Post your #MyVOWhy in the Facebook group
- Fill out the service standards cheat sheet
- Become familiar with three key e-learning terms or job titles
- Decide what an hour of your time is worth, then figure out a preliminary rate model



# PREVIEW OF NEXT WEEK

- FINDING
  - Digging in deep with directories
  - Rapportive and LinkedIn
  - Conferences
  - Awards
  - Press releases
  - Reverse-engineering job boards
    - CareerBuilder.com
    - Monster.com
    - LinkedIn.com
    - FlexJobs.com
    - AND...

# PREVIEW OF NEXT WEEK





## FINAL THOUGHTS

Success is no accident.

It is hard work, perseverance, learning,  
studying, sacrifice and most of all, love of  
what you are doing.

--Pele

## UNFAMILIAR?

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# QUESTIONS



# QUICK FLEXJOBS DEMO