

Alison*s Art, Inc.

MARKETING BYTES

Business Issues . . . Every Byte Counts!

Website: www.AlisonsArt.com

ISSN 1943-1392

E-mail: info@AlisonsArt.com

BUSINESS ISSUE #7

M.O.S.T. Part 7: The Voice Over, Business and Professional Uses

What is a *voice over*? A *voice over* involves the recording and use of a person's voice when that person is not seen. When you mention the term *voice over*, most people think of commercials or the famous voices of cartoon characters. When the *voice over* industry first began, the use of the *voice over* was almost exclusively for commercials, characterized by the stereotypical deep, fast-talking male announcer's voice; the other use was for a number of cartoon characters, with exaggerated, lisping, animated voices.

But the industry has changed dramatically; traditional commercials now comprise only 10% of *voice over* work and there are many more types of animated voices. Due to 21st Century technological advances, 90% of *voice over* work is now for what is called *narrative* purposes. As a result, the *voice over* has many business and professional applications. The *narrative* and new uses of the *voice over* include:

- ✿ Telephone answering systems and voice mail
- ✿ TV and film documentaries
- ✿ Training videos
- ✿ The Internet and talking websites
- ✿ Video games and children's toys
- ✿ Books on tape for adults and children
- ✿ Supermarket announcements
- ✿ Product advertising displays

You, or someone you know, can benefit from using the unique voice of a *voice over* artist to promote and brand your business, its products, services, events and ideas. Please visit: www.AlisonGilbert.icanvoice.com to hear the *Voice Over Art of Alison Gilbert*.

Visit www.AlisonsArt.com to learn more about all our **BUSINESS MARKETING SERVICES, For the Success of Your Business, Organization, Events and Ideas.**

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