

# *3 Voice Acting Tips*

to Help You Get Better Results  
from Your Sales Page



BY CARRIE OLSEN

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## Hello there!

I'm Carrie Olsen, and as you can see, I'm a wife and a mom, but aside from that -- I'm also a full-time voiceover actor. On the side, I also do coaching and some speaking engagements to help more aspiring voice actors become successful in this industry.

If you've been following me for a while, you know my story of how I transitioned from working in the corporate world to working at home as a voice actor so that I can always be with my family. I love sharing my journey on how I achieved success in this career in hopes that you can also live the kind of life you want.

**In this Resource, I want to share with you how you can get better conversions with your sales pages so you can get those sales and moolah coming for any killer product or service that you're offering.**

# 1. Come prepared.

There are millions of resources on sales page ideas, headlines, and just about anything else you can test in your business. And you will find a winning variation much faster if you already know the basics.

**Things like: When you're writing a headline, make it super specific, as opposed to really general and broad.**

If you are already educated about the basics, you won't have to spend the first month of your sales page wondering why no one is responding to your message, when doing something easy, like simply addressing your audience, would fix it.

In voiceover, this means getting training so you know how to approach a piece of copy. Ironically, the first rule with voice acting is also "picture your audience."



## 2. *Don't approach your sales page haphazardly.*

**(Or to put it positively, approach your sales page with intention.)**

The changes you make in your sales page should be deliberate and based on things. If your page isn't converting well, the last thing you want to do is say, "Well, I don't really love the color of that pink 'buy now' button. I'm going to change it to plum because I'm just feeling in a plum mood today..."

When you approach your sales page this way, your message and branding will feel disconnected. Nothing will seem to fit with anything else, and it will appear that you are desperately trying to land on a winning formula, without any forethought or planning. Because you are.

Instead, give the element that you are testing on your sales page time to really prove, or disprove itself. (The parallel to acting is that you have to commit to a direction in your delivery, as opposed to giving a wishy-washy performance and changing up your tone and emotions every other line.)



### 3 VOICE ACTING TIPS TO HELP YOU GET BETTER RESULTS FROM YOUR SALES PAGE

Then, when you are going to change an element in your messaging, have a reason for it. Maybe the change aligns better with your brand or audience. Maybe the change has subconscious or conscious connotations that will help with conversions. Maybe you saw the change done by someone in a similar field, and it worked for them. The point is -- just make sure that there is a reason for the change. And if there isn't one, don't make it.

**Note: Sometimes, you do stumble upon a nice surprise that just works. But this is the exception, not the rule. So don't make "surprises" in your sales page game plan.**



## 3. *Keep your head up.*

In the voice acting field, this is one of the hardest things to do, especially for new voice actors, because there is so much rejection.

But if you start to let all the rejection get to you, you'll start getting self-conscious, whiney, and insecure. And no one wants to hire someone who isn't confident in their own abilities.

**So, here is the mindset you want to have:**

Yes, you're testing things on your sales page -- which means you don't know everything, and ultimately, others have to validate your idea (or performance, or whatever). But remember that, even though you need the market to decide what speaks to them the most, you are doing things the right way, and you can take pride in that. You have a message, you're prepared to deliver it in an impactful way (remember tip #1?), and through the process of testing, you will find the variation that works best for your sales page and your audience.



*So, don't view your  
testing experiments on  
your sales page*

**as failures,**  
*but as learning  
experiences.*

**Use them to start out even  
stronger next time.**

*3 Bonus*  
Voiceover Tips  
That Eerily  
Apply to Your  
Business



# *1. Remember that you're solving a problem.*

In voiceover, whether you're giving insider tips about the latest BOGO sale, or reciting the latest driver safety regulations, your whole purpose in speaking is to help your intended audience solve some kind of problem. Even if that problem is, "I need a new pair of wedges to wear to that concert..." If you lose sight of the "why" behind what you're saying, your best effort will sound aloof and disengaged, instead of relatable.

In business, the same is true. There should be a clear problem that your blog, product, service, etc. is helping your audience solve. If everything you produce is not aligned with that goal, you will be missing opportunities to strengthen your brand and build trust.

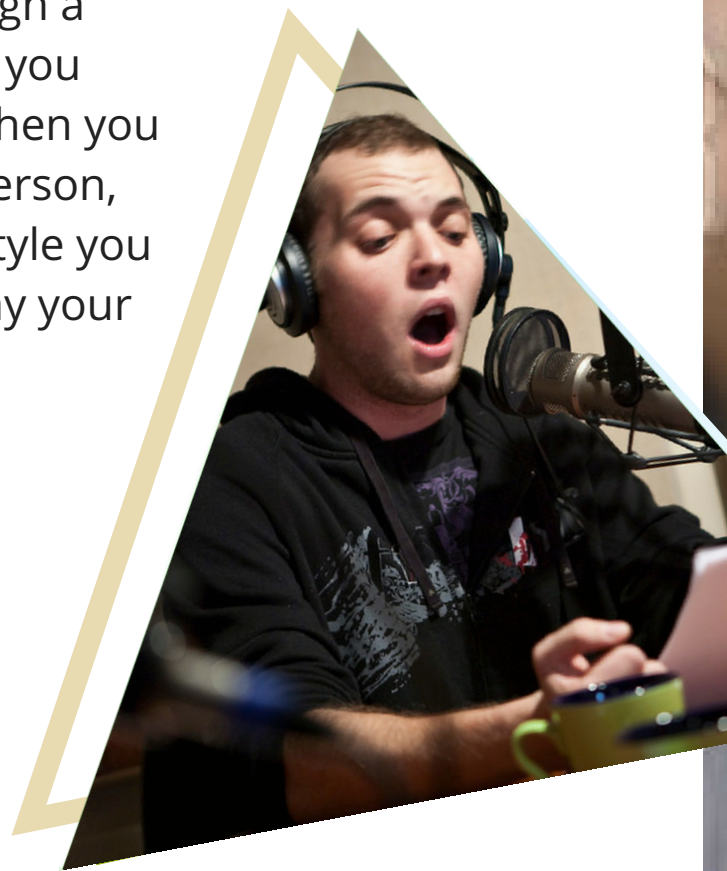
## 2. *Be conversational.*

The most widely used direction for voiceover work today is, "be conversational."

This means to read a voiceover script as if you are talking with a close friend, rather than announcing it in a stadium.

**When you create content for your audience, remember that they are made up of individual people!**

So, talk to them--whether that is through a blog, podcast, or something else--how you normally talk. A good test for this is, when you meet a member of your audience in person, they should be able to recognize the style you use in your communications, in the way you present yourself in real life.



## 3. *Be somebody interesting.*

To win a voiceover audition when hundreds of other talented individuals are competing for it, you have to find ways to stand out. One way to do this is to give your character a unique backstory, and let that inform the way you approach the copy.

Fortunately, in your business, you don't have to come up with a unique backstory because you already have one! Whatever the journey was that got you to where you are now, let it shine through in your content. This will help you to foster a sense of camaraderie with your audience, and ultimately, help them to know, like, and trust you more.





*Want to learn more?*

If you enjoyed these tips and want to know more about getting started in the voiceover field, check out this video report of the **Top 10 Things You Need to Focus On in Your Voiceover Business.**



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