

GOOD LEAD VS. BAD LEAD

A CHECKLIST TO KNOW THE DIFFERENCE

Use this checklist as you are going through leads to help you determine if the lead is a good one to continue researching, or if it isn't likely to return quality results. Starting with zero, add one point for each check mark you can place in the left column for a job posting, and subtract one for each check mark you can place in the right column. If you end up with a negative number, do not pursue that lead. The higher the final score, the higher up on your priority list the lead

(+1) PLUS 1 POINT

- ✓ Specifies that the position works with voice talent
- ✓ Mentions online training
- ✓ Website mentions that they use voice talent
- ✓ Is a 500 company
- ✓ Uses verbiage: creating / developing e-learning modules or online training
- ✓ Do a command+F or Ctrl+F search in posting to see if mentions voice-anything or narration
- ✓ If LinkedIn indicates it is a large

(-1) MINUS 1 POINT

- ✓ If LinkedIn indicates it is a small company
- ✓ Doesn't mention online, e-course, e-learning, or technology up front
- ✓ Doesn't say who the company is
- ✓ Vague descriptions
- ✓ Short, scattered descriptions or qualifications
- ✓ Typos
- ✓ Doesn't have one of the key job titles

DETERMINE WHETHER A LEAD IS A GOOD ONE BEFORE DECIDING TO CONTINUE RESEARCHING MORE ABOUT IT.

Getting leads is quite different from being able to decipher between which ones are good (valid and legit) and which ones are bad. If you'd like to see what's going on in the voiceover world and see if you could potentially build another stream of income from it, join the [Voiceover Start-up Facebook group](#). It's a supportive community of voice actors ranging from aspiring to seasoned pros. Pop in, check it out, and if you feel up to it, ask a question! See you there!