



Module 2:

On-Brand Music & Voiceover Professional Workbook



In this training you will learn:

- Why is this important
- Mistakes to Avoid
- Selecting the RIGHT creatives
- Resources for Royalty Free music & Voice Over Professionals

WHY this is important

- People's attention spans are diminishing, down on average from 12 seconds in 2000 to only 8.25 seconds in 2015. See <http://www.statisticbrain.com/attention-span-statistics/> for more information.
- How can your choice of music and voice over artist set up your show the way YOU want it?
- How will it **capture** and **maintain** your audience's attention?
- What characteristics do your choices need to have to meet your purpose?



Mistakes to Avoid

- What techniques can you apply to avoid these mistakes in your podcast?

Selecting the right creatives

- What experience are you aiming for from the get go?

- What are the key EMOTIONS you wrote down for your Signature Brand?

- How do you want people to feel when they listen to just the opening?

- What Mood are you attempting to set?



- What tempo is going to work best for your podcast?

- What characteristics will your voice over artist need?

Resources

- What resources are you likely to require for your podcast?

Additional notes: