

Free Resource

Commercial Copy Workbook

A workbook designed to help you source, edit and create your own Ad Copy for your
Commercial Voice Reel

By CreateMyVoiceReel.com

Overview

A Commercial Voice Reel is a crucial tool for those seeking work in the voiceover industry. It typically includes five to six samples of your voice reading commercial ad copy, with each sample consisting of approximately 18-45 words and lasting between 6-30 seconds. The whole reel should last around 90 seconds and demonstrate the type and range of your voice, your ability to read commercial ad copy, and your performance and delivery skills.

Before creating a Commercial Voice Reel, it's important to have a good understanding of your natural voice, including its pitch, loudness, timbre, pace, and pauses. This understanding will help you match your voice to various brands and products across the marketplace more effectively.

To learn how to read commercial ad copy, it's recommended to listen to examples on commercial radio stations, TV channels, and websites. It's essential not to compare yourself to others but to practise copying their phrasing and delivery.

When creating your own commercial copy, there are numerous resources to use, such as listening to ads on Spotify Premium, private radio stations, and YouTube, transcribing and editing them to suit your needs. Additionally, websites such as Edge Studio's Script Library offer a variety of ad copy for different brands, however we would advise against directly copying these ads. A great commercial voice reel will demonstrate your voice in a variety of contexts and markets that resonate with your *natural* voice i.e. you would not have a youthful voice advertising alcoholic beverages, nor would you find a more distinguished voice voicing a nintendo ad... unless for comic effect. Think about the connection between your natural voice and the intended audience.

When structuring your Commercial Voice Reel, it's important to demonstrate your ability to read advertising copy in various sectors or industries, such as food and beverage, retail, travel, finance, and more. It's recommended to avoid creating a reel with multiple ads for the same product or sector, instead creating a balanced reel that includes a variety of brands and products with different value propositions i.e. luxury, highstreet, charity etc.

Overall, creating a Commercial Voice Reel is an essential step for those seeking work in the voiceover industry, showcasing your skills and range as a voice actor.

Understanding Your Voice

Understanding your voice is crucial when creating a commercial voice reel. It involves knowing the different qualities and characteristics of your voice that will help you tailor your performance to suit different types of products and brands.

- The pitch of your voice refers to how high or low it is, and it can range from low, average, to high.
- The loudness of your voice pertains to how quiet or loud you speak and can be categorised as quiet, average, or loud.
- The timbre of your voice relates to the quality and tone of your voice and can be described as soft, average, or hard.
- The rate of your speech refers to how fast or slow you speak and can be categorised as slow, average, or fast.
- Lastly, pauses/intonation refer to the frequency of your pauses when speaking and can be categorised as infrequent, average, or frequent.

Understanding your voice's qualities and range is crucial when creating a commercial voice reel. This will help you match brands and products more effectively. For instance, if you have a deep, raspy voice, it may not be suitable for selling a product like Cherry Buttercup Fairies, which requires a softer and more whimsical tone. Similarly, a high-pitched, squeaky voice may not be appropriate for selling a luxury car vehicle or wrist watch.

It's important to think about the connection between your particular vocal qualities and the purpose of the advertisement. Matching your voice to the brand and product can make your performance more convincing and effective.

Reading Ad Copy effectively?

Reading ad copy is an important skill for any voice actor. The goal is to be able to deliver the copy in a way that connects with the audience and effectively sells the product or service being advertised. Here are some tips to improve your ad copy reading skills:

- Listen to examples: The best way to learn how to read Ad copy is to listen to examples. Listen to commercials on radio stations or TV channels that have advertisements. You can also find ads on YouTube and listen to them on repeat. This will help you understand how the pros deliver their lines. Also, check out [THIS](#) useful video from Nancy Wolfson, a highly respected vocal coach for Voice Actors.
- Practice copying phrasing and delivery: As you listen to ads, practice copying the phrasing and delivery of the voice actors. Try to replicate their timing, tone, and inflection. But remember, you're not trying to mimic them entirely. You want to develop your own style.
- Pay attention to pacing and pauses: Pacing and pauses are critical in ad copy. You need to be able to deliver the copy at a speed that's easy to follow, but not so fast that the listener can't keep up. You also need to know where to pause for emphasis and when to let the copy flow.
- Understand the message: Before you begin reading ad copy, make sure you understand the message. You need to know what you're selling and who the target audience is. This will help you deliver the lines with the appropriate tone and inflection.
- Develop tools within your performance: have an array of vocal tools to enable you to pick up or highlight product names, service names, tag lines, slogans, call to actions etc.
- Use your natural voice: Remember, your voice is your voice. You don't want to sound like someone else. Instead, use your natural voice and develop your own style. This will help you stand out from the crowd and make your performance more authentic.

By following these tips and practising regularly, you'll be able to improve your ad copy reading skills and become a more effective voice actor.

Creating Your Own Commercial Copy

Creating your own commercial copy can be a challenging task, but it can also be a fun and rewarding experience. Here are some steps you can follow to create your own commercial copy:

1. Identify target audiences that resonate with your natural voice: Before you start writing, you need to think about which types of audiences might resonate with your voice. Do you have a masculine voice? A feminine voice? A youthful voice? A more distinguished voice? Can you adapt your voice to meet other types of audiences? Try and narrow the number of audiences you think your voice can speak to down to about five or six. Understanding the target audience your voice might reach will help you create copy that resonates with them to make a more effective commercial voice reel.
2. Choose your product or service: Select a product or service that you are passionate about or have knowledge of that fits the audiences you've selected above. It will be easier to write about something you are familiar with, and your passion will come through in your writing. We've attached a few images below to help you search for products.
3. Write a script: Start by writing a script that outlines the key features and benefits of the product or service. Keep the script short and to the point, around 3 points should do the trick.
4. Highlight the benefits: When writing your script, focus on the benefits of the product or service rather than just the features. Highlight how it will improve the lives of your target audience.
5. Use strong call-to-actions: The purpose of commercial copy is to encourage people to take action. Use strong call-to-actions such as "Buy Now," "Order Today," or "Visit Our Website" to persuade your target audience to act.
6. Edit and revise: Once you have written your script, edit and revise it until it flows smoothly and is easy to read. Make sure your copy is clear, concise, and engaging. Measure it against any original ad from the brand you have chosen. How does it stand up?
7. Record and test: Record yourself reading the copy and listen to it. Practice and refine it until you are happy with the final result. Test it with friends, family, or colleagues to get their feedback.

Creating your own commercial copy takes time and effort, but it can be a valuable skill to have as a voice actor. With practice and persistence, you can create compelling copy that resonates with your target audience.

Products for your Commercial Voice Reel



Structuring Your Commercial Voice Reel

When creating a commercial voice reel, it's important to structure it in a way that showcases your range and versatility as a voice actor. Here are some tips for structuring your commercial voice reel:

- **Keep it short and sweet:** A commercial voice reel should be no longer than 60 seconds.
- **Start strong:** Open your reel with your strongest and most attention-grabbing piece. This could be a high-energy commercial or one that showcases your ability to do character voices.
- **Showcase your range:** Your voice reel should demonstrate the range of your abilities. Include a mix of different styles, and tones to show off your versatility.
- **Include variety:** Try to include a mix of commercials for different products and services. This could include automotive, retail, beauty, and more.
- **Match the music:** Choose background music that matches the tone and style of the commercials you've chosen. This helps to create a cohesive listening experience for the listener.
- **End strong:** Close your reel with another strong commercial that leaves a lasting impression on the listener.
- **Edit carefully:** Make sure to edit your reel carefully to ensure that it flows smoothly and is free of any errors or distractions.

Remember, your commercial voice reel is often the first thing that potential clients will hear. It's important to make a great first impression and showcase your talents in the best possible way.

Voice Reel Sample Copy Examples

Prioritise your sample copy by matching your natural vocal qualities with what you believe the value of a product or service to be i.e. luxury, premium, retail, subscription, charity, etc. We would recommend not using the examples below.

Low Energy Voices

"Do you dream in Chocolate? When Lindor's irresistible centre starts to melt, So will you. Smooth. Flowing. Lucious. The Lindor Truffle. From the Lindt Master Chocolatier."

Product - Lindor's Chocolate

Brand - Lindor

Category - Food & Drink

Value Range - **Luxury**

Demographic - US/English, Adults & Chocolate Eaters.

Moderate Energy Voices

"Wherever you are. Whatever you do. A company of the Allianz Group is always on your side. As one of the worlds leading global insurers our financial strength and technical expertise combine to make Allianz Group the partner you can trust. Allianz, The Power On Your Side."

Product - Insurance

Brand - Allianz

Category - Finance & Insurance

Value Range - **Premium**

Demographic - US/English, Adults & Financially conscious.

High Energy Voices

"Hello! I'm a box of Clipper Green Tea. Packed full of lovely anti-oxidants. And, if you click on the cup at the bottom there, you'll get ten free Clipper Green Tea bags and thirty pee off your next box. Say hello to Clipper."

Product - Tea

Brand - Clipper

Category - Food & Drink

Value Range - **Retail**

Demographic - US/English, Adults & Tea Drinkers.

Workbook (Script Template Blank)

Category 1:	
Brand 1	
Copy	<i>30-45 words</i>

Category 2:	
Brand 2	
Copy	<i>30-45 words</i>

Category 3:	
Brand 3	
Copy	<i>30-45 words</i>

Category 4:	
Brand 4	
Copy	<i>30-45 words</i>

Category 5:	
Brand 5	
Copy	<i>30-45 words</i>

Category 6:	
Brand 6	
Copy	<i>30-45 words</i>