



# Word of Mouth: A Guide to Commercial Voice-Over Excellence, 3rd Revised and Updated Edition

*Susan Blu, Molly Ann Mullin, Cynthia Songe*

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The art of voice-over is the backbone of commercials, animation, documentaries, and radio dramas produced for both national and local markets throughout the country. It is an ever-growing, lucrative field, and the demand for well-trained voice-over artists is increasing rapidly in our age of digital entertainment.

Word of Mouth—now in its updated and revised third edition—is the primary instructional book in the voice-over field. A clearly written and practical primer for the beginner and a welcome refresher course for the professional, Word of Mouth contains voice-over exercises, sample copy, and essential advice about producing a demo, auditioning, self-promoting, getting an agent, and what to expect on the job. It also provides exclusive and up-to-date lists of voice-over agents, coaches, workshops, and demo producers and duplicators. It is the standard text for numerous university communications, television, and acting department courses.

The book is accompanied by a 50-minute audio CD that demonstrates various techniques and styles of animation and commercial voice-over performed by ten top voice-over artists.

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