

Voices.com

Movie Trailer Tips

How to Create a Powerful Movie Trailer Soundtrack



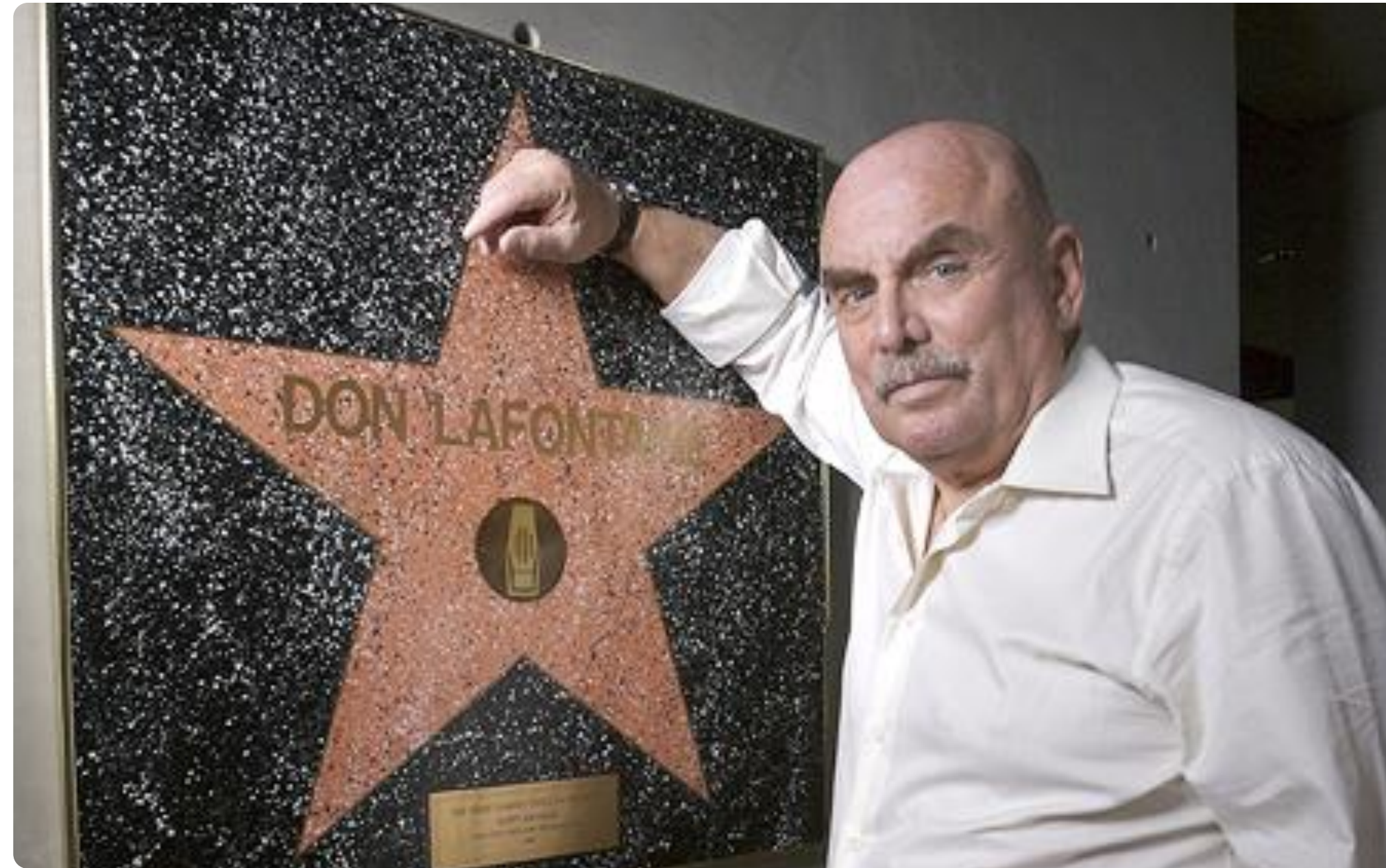
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Meet The Industry

The movie trailer voice gives life to characters, tells a story, or promotes a movie.

Finding a voice to match your movie trailer isn't as difficult as you may think, especially when you have the right tools to work with and are confident with the overarching theme that you are going to convey to your prospective audience.



The Late Great Don LaFontaine

Despite what focus groups may say in the upper echelons of the movie trailer world there is a place for more than just the stereotypical, ominous baritone voice. The times and trends are changing to reflect a more diverse landscape of capable voices who are ready to expand their territory and fill the void left by a legend in the industry, the late Don LaFontaine, who passed away on September 1st, 2008.

For the record, LaFontaine was a fan of women in movie trailer voice over and hoped to see the barrier broken down, a barrier fortified by focus groups, not the public who has confirmed through multiple surveys on blogs, doesn't seem to mind which gender is narrating a movie trailer and sees the debate as ridiculous.

So there you have it, a blessing from The Don and one from the people who will be viewing your films.

But, how do you find that perfect voice? What are these "tools"?

We'll answer those questions and more, but first let's become familiar with the players in the industry and some basic terminology.

What is a Voice-Over?

A voice-over is the voice of an unseen narrator, in a movie or a television broadcast. It is a recording performed by a voice talent that gives life to characters, tells a story, guides you on a tour, or directs your telephone calls. Usually, professional voice talents are enthusiastic, funny, charming, are flexible, and interact well with other people. They have the ability to take direction or criticism from others and can interpret copy to sell a product, concept, or a message.

Who is a Voice Talent?

A voice talent is a voice-over professional who interprets a script to meet a specific commercial, leisure, or educational goal. Voice talents provide the voices that you hear during a commercial on television, imaging on the radio, podcasts, narrators for film, voices for movie trailers, telephone systems, educational resources, and a wide assortment of web and kiosk applications. Another name for a voice talent is a voice actor. A voice actor (or voice artist) is a person who provides voices for computer and video games, puppet shows, amusement rides, audio dramas, dubbed foreign language films, and animation works (including cartoons, animated feature films, animated shorts), and radio and television commercials.

How Movie Producers and Talents Interact

Gartner Research has shown that 80% of online business transactions start with a search. These clients either click through natural/organic search listings or paid advertisements that are relevant to their particular search query. Producers, often referred to as “clients” search the Internet looking for voice over talent and are lead to either a voice over marketplace or to an individual voice talent website. Once a client has all of the information they need to make an informed decision, they will hire a voice talent for their project.

Voice-Over Marketplace

A voice-over marketplace is a site that facilitates interaction and transactions between buyers and sellers of voice-over services, also known as clients and voice-over talents. Marketplaces offer a wide range of voice-over talent for clients to choose from.

Writing Your Movie Trailer Script

Planning Your Movie Trailer Script Content

If you haven't yet scripted your movie trailer, remember that it needs to do two things very well:

set the stage for what is to come and make people want to see your movie.

Film Genres

Before we jump into some tips for scripting the trailer, let's review the genres of movies.

Here are a list of some of the main film genres:

- Action
- Adventure
- Comedy
- Crime and Gangster
- Drama
- Epics / Historical
- Horror
- Musicals (Dance)
- Science Fiction
- War / Anti-War
- Westerns

Do you know which genre your movie is? Great, let's move on

5 Types of Movie Trailer Voices

Over the centuries, the art of communicating with other people about a given purpose and the transmission of the spoken word, the most powerful, persuasive, and distinctly human tool in any marketer's arsenal, has evolved to the degree that you don't have to be in the same room to get a message across, even the same country for that matter.

Much of this depends on the copy writing and voice-over skills of the messengers, which brings us to five different character roles the movie trailer voice can perform to get the message of your story across in a direct and effective way. Let's explore these types of character roles in detail.

Instructor

When teaching someone on what to do, for example, a corporate training video or children's game, the voice over best suited for this kind of project is a straightforward, didactic and educated voice. The role of this particular voice talent is to instruct or provide information to fulfill a specific goal or purpose.

Real Person

Projects requiring a more casual approach often benefit from relatable, genuine voice overs. These voice overs are referred to as "Real Person" voice overs, commonly known as the "regular guy" or the "girl next door". The character is homegrown, sensible, and friendly with a touch of familiarity and provides a more intimate interpretation that instills trust.

Spokesperson

A Spokesperson can be on camera or off camera depending on the medium you are using. The role of a spokesperson is generally played by a confident, charismatic person able to promote a cause, product, or service with ease and authority. A voice over of this nature needs to be driven, optimistic and assured.

Narrator

Storytelling is where the Narrator is most at home. Omniscient, courteous and honest, a Narrator's job is to provide an audio landscape for a listener, briefing them on background information, posing questions, and providing solutions as they guide their audience through a program or documentary. Narrators can be male or female, and the most important factors are that they can communicate clearly and engagingly.

Announcer

The Announcer, often heard live at events, on commercials, promos or introducing segments for podcasts, is a product of the broadcast age, most celebrated at its height in the Golden Age of Radio and early television broadcasts. Announcers can introduce an idea and assertively make a call for action at the conclusion of a commercial advertisement or short video. One common misconception is that an announcer has to sound like an announcer from decades ago, however modern announcers act more like Narrators, and in many cases, adopt the Real Person approach.

Sample Script Recipe

Over the centuries, the art of communicating with other people about a given purpose and the transmission of the spoken word, the most powerful, persuasive, and distinctly human tool in any marketer's arsenal, has evolved to the degree that you don't have to be in the same room to get a message across, even the same country for that matter.

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Movie Trailer Outline

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Movie Trailers Online

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Sample Scripts

Sample Movie Trailer Scripts

Comedy

She was an ordinary girl, seeking fame and fortune. He was an aspiring composer who needed a muse. All they needed was a common goal, a platform to show the world what they were made of, but first, they would have to meet! (Actress' Name) and (Actor's Name) star in this exceptionally delicious, star-crossed tale of love, life and moves. Singing Through The Fame, coming to a theatre near you.

Epic / Historical

In a world where dynasties were unshakable, one man, driven by a desperate need to prove himself to his people, hungered for acceptance, power and world domination. Just when it seemed he had everything, Alexander journeyed one step too far and fell into a trap so primitive that it was beyond the design of his own gods. A king's dream... a philosopher's legacy... a prince's fate was in their hands. Alexander the Great, coming to theatres everywhere, August 2020.

Hiring a Professional To Record Your Movie Trailer

Where to Find Professionals Who Record Movie Trailer Voice

There are several great websites that showcase movie trailer voices. Here's a shortlist

Voices.com

Voices.com is the online marketplace. Casting directors and movie producers use Voices.com to easily search for and hire narrators and professional voice over talents by using the award-winning web service.

<http://www.voices.com>

Movie Trailer Voice Talent

The MovieTrailerVoiceTalent.com website is designed to help individuals such as filmmakers, members of a creative team, or independent producers complete their movie trailer voice over quickly and in style.

<http://www.movietrailervoicetalent.com/>

Keywords To Assist You In Your Search for the Perfect Voice

Provided below is a list of keywords appropriate to each genre to consider when starting your search for a voice talent to narrate your movie trailer:

- Action: Fast, Adrenaline, Pumped, Strong, Hard-hitting
- Adventure: Exciting, Heroic, Thrilling, Stimulating, Adventurous
- Comedy: Funny, Entertaining, Sarcastic, Comical, Witty
- Crime and Gangster: Dangerous, Dark, Mobster, Sinister, Villain
- Drama: Mysterious, Attractive, Suspenseful, Intimate, Brooding
- Epics / Historical: Authoritative, Warm, Authentic, Wise, Trustworthy
- Horror: Frightening, Scary, Ominous, Eerie, Shocking
- Musicals: Fun-loving, Cheery, Lyrical, Vivacious, Theatrical
- Science Fiction: Otherworldly, Alien, Transient, Futuristic, Smooth
- War / Anti-War: Weathered, Broad, Experienced, Factual,
- Westerns: Cowboy, Wrangler, Wild, Free Spirited, Energetic

For example, if you are trying to find a voice for an action film, you may want to type in words such as action, adrenaline, or hype. If you're looking for a voice to narrate a romantic comedy, you might be more inclined to search for keywords such as soft, romantic, funny or warm.

Request a Quote

Once you've found a voice that meets your requirements and also has the sound you are looking for, contact the voice talent and ask for a quote. This is done by simply sending the voice talent an email, describing your project and any special requirements you may have.

Posting a Job

If you would rather, the option to post a job free at a website like Voices.com is also available to you where you can gather a variety of responses and voice samples all at once, saving you time and giving you a quick way to compare voices and costs.

Tip: When you post your job, you may wish to include your trailer script for the voice talents who may record a custom sample of your script for consideration. This method of hiring can be a good way to gauge their technical abilities and artistic interpretation of the script which ultimately brands your film and is responsible for getting people to the box office to generate sales.

Recording Your Own Movie Trailer

Building Your Own Home Recording Studio

If you have the will and technical skills, building a home recording studio is preferred. This way, you can work from home and record at your convenience. You can set your own hours and also have the flexibility to record custom auditions for clients. Although purchasing a home studio is a considerable financial investment, it is better in the long-term and will save you time, resources, and money, particularly when you have to record revisions for a client.

Computer Based Recording

One of the biggest trends in recent audio production involves merging digital recording with computer technology. The recording of audio onto a computers' hard drive allows you to edit and manipulate your sound files. This data can be stored as a sound file such as .wav or .aiff. There are multiple advantages to recording and editing your voice-overs using your personal computer.

- The ability to record long and uninterrupted narration.
- Digital editing. Quickly and easily remove unwanted background noise or embellish the audio track with music and sound effects.
- Digital Processing. Add effects to your voice, such as reverb, or echo, and master your entire demo for sonic clarity

PC Computers

According to Gartner Research, Windows-based PC's account for 90% of all computers worldwide. If you have purchased your personal computer in the last three years and you're running Windows XP, your system should be more than adequate to record an audio file with a microphone, and then save the recording as an MP3 file.

- Personal Computer
- Intel Pentium 4 or equivalent Processor
- Windows 2000 / Windows XP / Vista
- iTunes for PC
- 1 GB of available disk space
- 512 MB of RAM
- Audio Line In and Audio Line Out

Mac Computers

Recently with the launch of Apple's iTunes, it shows that Apple is committed to the digital revolution. Since most iPod owners are also Mac owners there is also a lot of great software available for the Mac platform. The misconception that the Mac is simply too expensive or that they are only for students and artists is quickly being proven wrong. Apple also sells the Mac Mini, a scaled down version of the Mac that allows previous PC owners to make the switch but still keep their monitor, keyboard and mouse - all for just \$499.

- Mac G3 or better
- Mac OS X
- iTunes for Mac
- 1 GB of available disk space
- 512 MB of RAM
- Audio Line In and Audio Line Out

Microphones

Whether you are using a Mac or PC, you will need a microphone to record your voice into your computer. One option is to purchase a microphone (or you may already have one) with a 1/8th inch jack. This is the size of the jack or audio line in port on your personal computer.

Dynamic Microphone

The MXL2001-P is a great microphone that is capable of handling numerous recording tasks competently. The MXL2001-P is a straight-ahead, plug-and-play type of instrument without any controls whatsoever, yet it records with a nice, open sound that will cut through just about any mix. Such characteristics make this microphone a good choice for the smaller studio that focuses most of its efforts on the recording of popular music. In terms of workmanship, these products have a look and feel that is the mark of well-made equipment.

Condenser Microphone

The TLM 103 is the ideal large diaphragm microphone for all professional and semiprofessional applications requiring the utmost in sound quality on a limited budget. By utilizing the tried and true transformer-less circuit found in numerous Neumann microphones, the TLM 103 features yet unattained low self-noise and the highest sound pressure level transmission. The capsule, derived from that used in the U 87, has a cardioid pattern, is acoustically well-balanced and provides extraordinary attenuation of signals from the rear.

Audio Interface

The iMic™ universal audio adapter is a USB device that adds stereo input and output to your Mac or PC. Connect virtually any microphone or sound input device to your iBook, PowerBook, PowerMac or other Mac or PC with a USB port. Yes, iMic supports both Mic level and line level input. It also supports line level output for connecting speakers or an external recording device. iMic's audio is superior to your computer's built-in soundcard because it uses USB for the audio signal. USB isolates the audio signal from the noisy electronics in your computer, giving you higher-quality sound when you record and higher-quality sound for external speakers. The iMic is a must-have device for people who are serious about high quality audio in their computer. But don't take our word for it. Check out some of its reviews to see what others are saying about iMic. Then get iMic for remarkable audio performance over USB.

Recording and Editing Software

Audacity is a free, easy-to-use audio editor and recorder for Windows, Mac OS X, GNU/Linux, and other operating systems. You can use Audacity to Record live audio, convert tapes and records into digital recordings or CDs, edit Ogg Vorbis, MP3, and WAV sound files, cut, copy, splice, and mix sounds together, change the speed or pitch of a recording, and more.

Download for free:

<http://audacity.sourceforge.net/download/>

Audacity tutorial: http://www.transom.org/tools/editing_mixing/200404.audacity.html

Recording Software for the Mac

GarageBand lets you easily perform, record and create your own music. Whether you're an experienced or aspiring musician. Or just want to feel – and sound – like a rock star. With the new version of GarageBand, you can even record multiple tracks at the same time.

Website:

<http://www.apple.com/ilife/garageband/>

Recording Studio Set-up & Process

To gain insight into the recording studio and how audio is recorded, you should have a basic understanding of what recording engineers call the 'signal flow'. Basically the signal flow is the path by which sound travels from source to destination. In creating a voice-over demo, the

source will be the human voice and the destination will be an MP3 file.

Here's a step-by-step outline of a typical voice-over signal flow.

1. A person speaks to create a vocal sound from their mouth.
2. The vocal sound is detected by a microphone.
3. The microphone passes the signal along the microphone cable.
4. The end of the cable is plugged into a mixing board or digital interface.
5. The mixing board or digital interface is plugged into a computer.
6. The computer records the signal using recording software.

Summary

In this chapter, we looked at many different tools to help you record your voice. There are 5 options for recording your voice into a computer.

1. The computer's internal microphone
2. USB microphone, plugging the microphone directly into a USB port on your computer
3. Professional-grade dynamic or condenser microphone. Plug your microphone into your preferred audio interface and then plug the audio interface into your computer. If you have a sound card installed in your computer, you can most likely plug your microphone directly into the audio input jack of the sound card.
4. Calling a professional recording studio.
5. Portable voice recorder for mobile and location recording.

As you've just learned, a vocal studio can be setup using free tools from the Internet and your existing computer system, or for a modest financial investment, you can opt to build a professional-grade recording studio. Here is an outline of both a basic and professional studio setup.

Go For It

Now you have tools and knowledge - put them to use!

Ready to take the next step?

Start your experience today by visiting Voices.com. Enjoy access to business and audio recording resources, friendly customer care representatives, and create your very own movie trailer with the help of a professional today. To start listening to demos of movie trailer voices, [create your free account at Voices.com](https://Voices.com)