

**The Benefits of Hiring a Professional Voice Talent**

Dear ----,

Thank you for reaching out with details about your project. I appreciate your interest in collaborating, but I must decline for now, as the rate you have offered is substantially lower than standard industry rates. As a member of World-Voices Organization, I would be happy to discuss with you what is considered a more acceptable rate for a project of this scope.

By hiring a professional voice talent, at professional wages, you elevate your project and product to a new level. I have included a list of benefits of hiring a professional voice talent, so you can have a broader understanding of the value that a professional brings to your product or service:

**1. Experience** - A professional voice talent offers many years of experience.

**2. Industry Knowledge** - Understands how the components of a voiceover project work and what is expected of the voice talent, including sensitivity to the needs of all the players in the process, such as the client, production company, ad agency, director, producer, writer, video editor and audio engineer.

**3. Professional Studio** - Works from a professional studio.

**4. Trained Actor** -Understands how to deliver a performance in front of a microphone (as opposed to on stage or in front of a camera), and is able to interpret your script for its intended audience and medium in which it will be heard.

**5.** **Trained Editor** – Voice talent, in general, are also able to edit the audio they record, ensuring professional quality recordings of your script.

**6.** **Readily Available** -Quickly turn around your projects and readily accommodate your schedule.

**7.** **Commitment** - A professional stays abreast of trends in the industry, from varying styles of vocal performance to the latest technologies for recording live with clients around the globe.

**8. Valuing Your Brand** -The most important thing to consider is the impact that a professional production will have on **your brand identity**. When you invest in your business, it’s for the benefit of *your* company— signaling to your customers that you value quality.

I do hope that we can come to a mutually beneficial agreement, and I look forward to speaking with you soon. Please let me know of a convenient time for me to contact you directly.

Sincerely,