

Here's another part of this business that so many over look. This is a big family-friend-associate relationship business. Talented writer/producers who work with talented graphic artists, visual editors, sound editors, VO artists and everyone else in the production chain like to know each other face to face. And with each other share communication/laughter/dinner at all levels of fun at the same venues downtown on a Wednesday/Friday/Saturday nights, while paying tribute to their latest creations and endeavors. Dare I say the phrase, "Out of sight...out of mind?" I can't tell you how many times over the last 20 years that sharing a moment of friendship with a fellow producer/writer, fellow voice over artist, hanging with many of the broadcasters that create for living...lead to the one line that crops up that makes it happen; "Dave...you know what? I hadn't thought about you for this project but you'd be great....perfect for it. I'm calling your agent on Monday." Done.

In closing, what I'm saying is that this business is a relationship business. People like people they work with; and over time, you as a VO artist know their wants, their needs, their style, what they're looking for; even to the point where you're hired for a job, and you know your producer so well that you work only with the studio engineer. No producer! And the producer has just called you prior to the recording session on your cell and said, "You know what to do Dave...give me all the variations you can...do your thing, mannn...I'm dropping my kids off at school right now. See you Friday at Copa...by the way...is Rua 6 playing that night?"

In short, no matter where you live, be it a huge city like LA or New York, or Atlanta or Miami, or even medium or small market cities such as Rochester, NY., if you can find a place to be friends with your co-producers, co writers, co broadcasters and find good friendships there, even inviting them into your own home for a cocktail and dinner, you will be constantly considered for work. And let me be very clear; this is not "networking." This is building true honest friendships that last for years, even decades. And best of all it's not work. It's playtime.

PS. One other thing; if your writer/producers and co-workers are coming over to hang at your place for cocktails and dinner you better have a nice guest room (or two) complete with white towels, fresh soap, hairdryer, new toothbrush, new toothpaste, and clean sheets! Also here's the house rules: "You want it? Go get it!" In short, Mi casa y su casa."

....dave roberts