



**Best Practices  
For Voice Talent**

**PREAMBLE**

World-Voices Organization is mindful of the fact that many working pros already observe these practices in their day-to-day businesses. In order to create a handy reference accessible to all, and in furtherance of our mission statement to educate voice talent of all experience levels, it is suggested that the following practices be followed. The aim is to achieve the best possible outcome in one's voiceover career, and to create uniformity in business practices.

World-Voices Organization is also aware that some of these rules may be covered under SAG-AFTRA or other performance Union rules. World-Voices Organization takes no position on whether a talent should or should not be a part of any Union or other organization. That is an individual choice to be made by each individual talent and World-Voices Organization does not intend to replace those entities. Membership in this organization is open to all voice over talent.

1. Be honest and forthright about availability for jobs and auditions. When accepting a job, remain committed to that job unless an emergency arises, such as sickness. A higher paying job does not constitute an emergency.
2. Work under a written contract wherever possible with new clients, that is, clients with whom one has not done business in the past. Writing can also be an exchange of emails with the specific terms included.
3. Invoice clients for work as soon as possible after completion of services, preferably within 24 hours, unless a monthly retainer or other arrangement exists with this client.
4. Arrive at all auditions and booked sessions on time and prepared.
5. Include in one's demo actual samples of past work as best reflective of the talent's abilities. However, if having paid for a demo that was professionally produced, demos should reflect the talent's current level of experience and should not reflect more range than what can actually be reproduced in a studio session.

6. Understand the voice over industry and business, stay current with the current trends in the industry and business, and keep techniques and skills current as per industry standards through whatever means that is right for the talent, including but not limited to, training and practice.

7. Follow direction in a voice over session and not render opinions unless requested, and always perform to the best of one's ability, regardless if the session is paid or "pro bono".

8. Always act like a professional at all times during a session, meaning refraining from outbursts or profanities, or performing under the influence of alcohol or illegal drugs.

9. Follow the rules of studio etiquette and observe the specific studio's rules, if any are in place.

10. If recording a session on talent's own equipment, make sure files are recorded in the format requested, are recorded to professional studio norms and standards for the type of job being performed, and are delivered within the time frame promised.

11. Never disclose the client's name, nature of their project, or content of their project without the client's permission, preferably in writing, unless same is a commercial, in which case do not disclose any of the above until the commercial is released and broadcast. This includes posting information on any social networking sites, websites, or using files on any professional demos, or as a sample on a website.

12. Never hold oneself out, in advertising or otherwise, as having worked for a specific client with the intent of making one's status or ability appear higher in the industry, nor take any action to mislead anyone into believing you have worked for clients when you haven't. This is not meant to discourage the use of "samples" on one's demo to illustrate the talent's skill or range.

13. Not display client's intellectual property, i.e., scripts, logos, etc., on talent's website or otherwise publicly display such intellectual property, without the client's permission, preferably in writing.

14. Refrain from speaking publicly or posting on social media negatively about fellow voice over artists, and never speak ill of a competitor in an attempt to procure employment, or "win" a job, or otherwise.

15. If talent is a member of a performance Union, talent will follow any rules as set in place by that Union and these above suggestions are not meant to supersede those Union rules, including but not limited to Global Rule One.