

MonthlyUpdate

This amazes me as each month I try to stay on time with the newsletters, demos, invoices and productions, but as usual time is not on my side. This has been an overwhelming past 7 months for Chanti Productions and things are getting busier by the minute. First I'd like to welcome a ton of newcomers. I hope that this newsletter offers you information on Chanti and the Mic & Me (new name) workshop series, promotions, connections, potential work from time to time and a place to call home.

The past two months have been keeping me very busy prepping for the most amazing convention of my life. I have since changed our workshop series to, "MIC & ME" (M - Making I - Interesting C - Choices). I am in the middle of re-branding myself (look for more about branding in the tip of the month section) so that everything is consistent. As most of you know much of my material needs to be solidified and is in the works. Look for great things to come in the next few months.

I don't think anyone had any idea how big this event truly was. For those that don't know, I'm referring to www.voice-international.com. This was the place to be in Las Vegas from March 27 - March 31. I have a recap of the event linked on my site www.debsvoice.com. This is a must read. We were honored to be a part of this tremendous event. We were blessed that James Alburger, Penny Abshire (the newly named Mom and Dad of Voice Over) got together with "The Voice" Frank Fredrick to put on this massive undertaking. Next year will be even bigger and everyone that attended is ready to register for 2008.

ChantiRECAP

We were treated to Voice Over greats such as; Rodney Saulsberry (amazing man and a voice you'll all recognize, Connie Terwilliger (one of my virtual mentors), Frank Frederick (The Voice), Chris Wagner (web guru), Pat Fraley (Slick Trick Master), James and Penny (my personal mentors), Gregory Best (Negotiation Expert), Betty Zoller (The Queen of Audio books), MJ Lallo (Fabulous Character Voice, Instructor, Casting, Director, DB Cooper (Founder of www.vo-bb.com), and of course Don Lafontaine (The original creator of Movie Trailers and a voice you all know) and who could forget the voice of Porky Pig/Tweety, Bob Bergen as he performed a highlight of his one man show in LA, "Not Just Another

We can't forget the 202 students there to learn and grow. . Everyone felt like they belonged...a ton of people (of all levels) discovering that we all loved what we did and we were all crazy and fun and kids at heart. What a beautiful thing. If you were new to the industry, you learned so much valuable information. Each presenter also sitting in on the classes (never ever stop learning...these are true coaches) .

Special guests included AFTRA (Union in the US), Voice 123 (One of my favorite places for work), Voices.com (Another of my favorite places for work), Vox Tools, (new program for actors (accounting/invoicing/tracking and more), myself with and Raleigh Pinskey (promote yourself.com) WOW! Read more on my link at www.debsvoice.com

Promos

This month is full of promotions. Congrats goes to Gordon Gibb for his many VO projects (American Cancer Society and Symantec Corp.) , but especially for becoming a finalist in www.voices.com VoiceyAwards (great idea...I'll have to enter myself next time).

Helen Metella wrote a fabulous documentary airing on April 21st in Canada on Global TV titled, "Home-Front" Way to go Helen!

Student Lynn Cousineau won Vancouver's Battle of the Bands at the Roxy Feb 22. She's got a killer voice.

One of my favorite child actors Brendan Meyer has his series on the air, Dinosapiens on BBC kids on Fridays at 6:30 p.m. (MTN time I believe).

Congrats to Mary-Lou Drachenberg for her co-prod documentary. They received several AMPIA nominations. Little Darlins sounds like a huge success.

Ashley Clark will perform in a Scot Swan Theatre production Ten Lost Years in Edmonton, AB, April 26/27th.

Way to go everyone. If you need more info just send me an email.



WorkShops

We have changed our look and our workshop name; MIC & ME - Creating Voices Workshop Series is our new name. Look for more to come soon. We have many workshops ahead. In fact we're going to have to narrow down our locations soon so that we can expand our workshops world wide. We've had a generous invitation to London, England and France is in negotiation stages so big things are ahead. We are FINALLY coming to Toronto...so for those that wanted in on that one, register soon. We are hoping for June 9/10th, so expect more to come on that soon.

Our Online Monthly workouts and our at home CD-Rom workshops are starting to catch on. It's important that you consistently practice your skills so we try to keep this as cheap as possible. A special introductory rate of \$53.00 for two hours of directed time (limited seating for fair mic time - all sessions recorded) for our online monthly workout. Look for more information on our site at www.debsvoice.com or info@debsvoice.com to register. Dates on next page.

Our upcoming workshop in Vancouver on April 14/15 is filling up nicely, but we still have spots available. I will be offering a special \$375.00 earlybird discount until after Easter Monday, but prices will go to \$424.00 after April 10th. There is still time to register.

Bob Bergen (the voice of Porky Pig/Tweety and one of my favorite mentors and directors) is coming to Vancouver! This is something you don't want to miss. 3 year waiting list for this course in LA. He'll be here April 28/29th. More on this on my website. I received a few cancellations so there is still room. \$500.00 and it's well worth it. Bob also has a class in NYC upcoming. Contact him for more details www.bobbergen.com.

Another of my favorite mentors/directors is Tom Logan. He will be in Edmonton, Alberta May 4/5/6. 780-460-4607.

CreatingVoices

WE HAVE OFFICIALLY LAUNCHED Creating Voices Level 1 CD – Rom now available. Cost is: \$212.00 (incl GST) for a limited time. This is the entire CV1 workshop taught by me in audio and visual format including; workbook, narrated PowerPoint presentation, audio examples and one hour private session/critique time with me. Order yours today! info@debsvoice.com If you don't have power point, you will still be able to view the show and we can include a cd-rom as an audio book type format if needed...so tons of options.

We are now introducing Creating Voices Copy Biz 1 & 2 Classes. This will replace the Creating Voices Level 3, The Voice Biz and Creating Sound as before. This is meant for every level and is a great next step no matter where you are in this industry. The beauty of it is, if you've already taken the afternoon portion of the class (The Voice Biz (Copy Biz Level 1) or Creating Sound(Copy Biz Level 2), then you only have to stay for half the class and pay for only one day, or you can create your own workout (with my direction) for the afternoon. A course custom designed by you to provide you with what you need. There are many more changes on our site, so be sure to read each of the info sheets online.

www.creatingvoices.ca or www.debsvoice.com (same site)

WorkShops

Here is our list of upcoming workshops, their dates and locations. For a description of

MIC & ME - Creating Voices 1 - \$375.00 earlybird rate

Vancouver - April 14/15, 2007

Edmonton - May 19/20, 2007

Toronto - June 9/10, 2007

Regina - June. 16/17, 2007

Calgary - August, 25/26, 2007

Saskatoon - Oct. 6/7, 2007

MIC & ME - Creating Voices ONLINE - \$450.00

6 weeks long. Incl CV Level 1 CD-Rom package

May 8 – June 12, 2007 each Tuesday eve from 8-10 p.m. EST time. Must register min 2 weeks in advance.

MIC & ME - Creating Voices 2 - \$375.00 earlybird rate

Vancouver – May 26/27, 2007

Edmonton – Sept 15/16, 2007

Regina - TBD, 2008

Calgary – TBD, 2008

MIC & ME Copy Biz 1 - \$375.00 (full weekend) or \$225.00 one day only (copy workout). All levels

Calgary - TBD 2008

Vancouver – June 17, 2007 10-5 p.m. ONE DAY ONLY

Edmonton – TBD Fall 2007

Regina - TBA, 2007 10-5 p.m.

MIC & ME Copy Biz Level 2 - Creating Sound will allow you to perform an actual audition as I direct you, then you edit it and submit it yourself.

Vancouver - Sept 8/9, 2007 10-5 p.m.

Calgary - TBD Fall 2007

Edmonton – TBD Fall 2007

MIC & ME The Voice Biz Handbook - The Voice Biz is everything about the business. This is available separately as a handbook for only **\$43.00 (new price)**

***NEW Creating Copy Workout Online**

Meant for every level

This teleseminar workshop will do exactly as it suggests a full copy workout. Work with a variety of current cutting edge scripts. All via the internet listen as others attempt to voice various projects...some actual auditions, some just for the practice. Join in each month for regular practice and direction. This will enhance any level. Keep up with your skills...and this will help you do just that!

All this is for only **\$53.00** (special rate for one more month only) per 2 hour session or **\$424.00** for one full year! Or customize your own package.

ONLINE - Aprox The last Wed of each month

April 24th, 2007 8-10 p.m EST

May 31st, 2007 8-10 p.m EST

June 27th, 2007 8-10 p.m EST

July 25th, 2007 8-10 p.m EST

August 29th, 2007 8-10 p.m EST

September 26th, 2007 8-10 p.m EST

October 30th (note this is a Tuesday) 2007 8-10 p.m EST

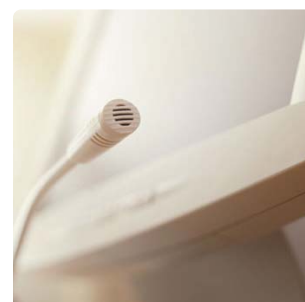
November 28th, 2007 8-10 p.m EST

December 27th, (* this is a Thursday) 2007, 8-10 p.m EST

I'll have the year in review coming soon! Please note these dates can change. I will be attempting to get a year in advance and do less time in each city so book early to help us keep consistent.

London and France dates coming soon!

Dates are subject to change without notice



Tip of the Month

BRANDING - What does it all mean?

You don't really have to brand yourself before your ready, but good branding can get you a ton of work. So you take the hot poker stick and you stick on your.....piece of paper.....okay, not that kind of branding. What this means is your identity. Something that is catchy and fun and that easily identifies you and what you do. There is much more to branding than just that, but you know what I mean.

In the MIC & ME Voice Biz Handbook I talk more in-depth about marketing/branding, but I'd like to leave you with some tips and samples that you can start with.

We were treated to many talented individuals at the Vegas convention that know exactly what I'm talking about. Frank Frederick, one of the individuals responsible for Voice International, talked about branding. Frank is branded as, "The Voice" Nice and strong and self explanatory. He's able to incorporate that into all of his marketing. His signature line.

Frank talks about Love Notes - branding & marketing for voice-over artists. www.lovenotesbrand.com. Frank has even written a book on the subject. Frank talks about something very important to me, which is PASSION. You have to have passion in your messages. They have to know what you do, know that you're a pro and that you love every minute of it and have left them with an emotional attachment..

One of my personal mentors and dearest friends Penny Abshire has also written a book recently, Demos and Marketing www.voiceacting.com. Due to her terrific name, Penny...she is able to offer very creative marketing. At the convention she gave to me a business card made out of a Copper Penny. She has chocolates, pencils and more and markets/brands her name as part of her character.

Very creative. If you're ever looking for someone to help you with branding merchandise, one of our students and a very good friend of mine, Judith Lucas www.chocolatedogci.com

My branding is scattered right now as many of you may have noticed. I had web site issues so now my web site layout has

changed (this is a temp design only), I changed my work shop name from Creating Voices to MIC & ME - Workshop Series. I had just changed my company logo (Chanti Productions) but now I have to change it again. My brand is My Voice, Your Way! That says it all and I can follow through on the promise. Frank's very insistent on that. Speak the truth!

One tip I learned at the convention is NOT to use a microphone in your logo because EVERYONE does. It's saturated. Don't do what everyone else does. Now this will be hard for me now that I've changed my workshop name, but my logo doesn't have to reflect that of a mic. Use your creative juices to keep your logo contemporary, hip, fun, but most of all reflect your personality, and make sure it's all consistent.

You need all of your branding and marketing to reflect your personality and to be self explanatory. There were some very creative ideas flowing at the convention. Some you understood right away and others you didn't know what it meant. If you have to explain your branding to anyone, then it's not good branding...even if it reflects your personality and it's really cool. The message needs to be instant, creative and clear and this isn't an easy task.

I met a terrific marketing expert who sat with me in the vendor room, Ralieg Pinsky www.promoteyourself.com She's written several books on the subject. She was so generous to give our tips on our business cards...absolutely brilliant tips. Use the back sides of your cards too, however make sure there is enough free space (white space) so that they can write notes on it. Pictures in the voice over industry are controversial but on a business card, the picture is helpful to remember who you are. Check her books out...well worth it. I have the series now!

Until next time everyone! Keep at it, it's just the world testing you to see if you really want it!

All my best
Debbie Munro
My Voice, Your Way!

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Headshots
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Winning Auditions - 101 Strategies for Actors

<http://www.debsvoice.com/Newsletter/HEADSHOTS.htm>

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