

# BACKSTAGE

## 8 Ways Voice Actors Can Stay Top of Mind With Clients

By Kelley Buttrick



Did you know the easiest voiceover clients to get are the ones you already have? A basic marketing premise is that people buy from people they know, like, and trust. Your clients already know, like, and trust you so the groundwork is done already. Now it's just a matter of staying top of mind.

When staying top of mind, I suggest you stay away from sales messages and keep it all about your clients, not you. Also, please know that it's not OK to contact a client you've booked through another entity like an agent or talent roster without that booking entity's permission.

Here are eight ways to stay on your clients' radar!

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### 1. Write thank you notes.

Try going old school to stand out. Pick up a pen and a cool notecard, especially if it's one with your logo on it, to write a thank you note to a client.

### 2. Share their social posts.

I hope you're following your clients on social channels. If you're not, start now! Make sure to keep an eye out for any of their posts that might appeal to your audience and then share them. Make sure to tag your client so they'll know you're spreading the word!

### 3. Give them a shout out.

Did your favorite agency client win an ADDY this year? Did the Mercury Awards recognize a radio copywriter you love? Send a congrats email.

### 4. Have an email signature.

There are plenty of free email signature providers out there and some have paid plans with even more customization options. Make sure to use a professional-looking email signature with your name, business name, website, email, and phone number. You can

also consider adding a testimonial, shortlist of recent work, or photo. It's like having a free little billboard at the bottom of every email you send.

### 5. Pass along relevant links.

Did your favorite podcast share gardening tips? Do you know anyone in your client circle who is a big gardener? Send a quick email with a link to that podcast saying you thought they might be interested in how to keep Hornworms off tomatoes without pesticides.

### 6. Send them your newsletter.

Newsletters are an easy way to keep in touch and stay top of mind with your clients. Make sure you're aware of the rules around who you can send what and keep the sales-y stuff out of it. Remember, they already know, like, and trust you so use your newsletter to entertain or inform.

### 7. Buy them a gift.

If you know your client is a huge "Doctor Who" fan and you happen upon a TARDIS air freshener for a car, pick it up and send along with a note saying you saw this and thought of them. Please note there's a world of difference between a gift and a marketing piece so keep that in mind. You can learn more about gifting in this Backstage story I wrote.

### 8. Bring food.

Do you bake? Is your area known for a special treat like Michigan's famous cherries? Pack some up and bring them to your next session to share with your clients. Or if your treat travels well, send it via snail mail with a note about where it came from or how it was made. Just be aware that people may have food restrictions.

There are a myriad of ways to stay connected with your clients and I've just scratched the surface here. Always remember to keep it real, authentic, and non-announcery, just like specs we're given on 99.9 percent of our auditions!