

Together Forever!



Content Specialist - Sinemivuyo Mpulu

#Intro to Voice Over Artist

DATA FRIENDLY VERSION



With Sinemivuyo Mpulu

**INTRO
TO A**



VOICE

OVER

ARTIST

Lesson One

The Man Behind the Voice

Meet the Expert

From the words of Sinemivuyo: I work in the entertainment and media industry as a professional, South African voice-over artist, copywriter, and brand manager. My artistic contributions go back to the times I was still in high school doing dramatic arts, these were times when my ability to artistically express myself would begin.

As a result of this over the years, I have been rewarded with the opportunity to work with some of the country's top multimedia brands. If someone told me in 2016, that I would be this far right now, I would have never believed them.

Check out the amazing work from Sinemivuyo Mpulu on his TikTok channel below, and LinkedIn account as well.

<https://www.tiktok.com/@sinethevoiceartist?lang=en>

<https://za.linkedin.com/in/sinemivuyo-mpulu-960815148>

Finding Inspiration for your Own Work

Over the years, I have consumed a fair share of other people's work, and what I always appreciate is drawing inspiration from the level of creativity that they bring forward to the world. But in the process, I don't believe that I have idolized anyone or made anyone my idol. And you might think that this is an unhealthy approach, or it comes from a place of arrogance, but the truth is the moment we step outside of ourselves and praise other people, we tend to forget how great we are. Yes, you may clap for others and fully embrace them or celebrate them but idolizing them is not an ideal thing to do.

My dream goal would be strategically placed in the entertainment industry as a creative expressionist, who is trusted and valued. I see myself as an artist, whose work would be part of a legacy of other artists who want to inspire and create.

Building a Career in Africa

The South African voiceover industry, and the voiceover industry in general is rapidly growing. In the United States alone they've estimated the industry to be worth at least 20 billion and above. This comes to show that the industry itself is always going to grow and change, and that only means the introduction of new voices will enhance the value of the industry to something unimaginable.

So, I just say go for it and start posting today! Go ahead and start sharing your desire to become a voiceover artist and maybe someone is going to listen to you and give you that opportunity.

Lesson Two

Personal expression and role mastery

Choosing your Place Within the Industry

I think as a freelancer and creative I enjoy being able to control my time. I also enjoy knowing that the jobs that I work on are jobs that I deserve. The ability to choose which job you'd like to work on for me is the greatest advantage to have, and it really requires a deep level of honesty with yourself as an artist, and not just throwing yourself at every single project you come across because your voice is not for every story.

So, I think the disadvantage of being in the voiceover industry is that you may be convinced that everything that glitters is gold, but in reality, it's not (The Jobs, the rates, the contracts, etc) – Be selective about where you put your time.

Balancing Expectations

Some of the expectations from other businesses, and others involved in the creation of artistic work, is that you are required to show up every day at 100%. You are told to leave your emotions at the door and come in on a clean slate so that your art itself is protected from your reality.

However, with the help of things such as drama therapy, which I have been a part of, communities of other voice-over artists, and mentorship, success within the voiceover field, and the entertainment industry becomes clearer.

So, in conclusion to protect yourself - work with a team who can help you meet all these expectations.

Applying this Skillset to your Business

Some of the functions that helped me as a small business owner are collaboration and communication. I have always found myself consuming other people's content to learn and enhance my knowledge in specific areas within my field. For example, I've always made use of platforms, such as YouTube and Instagram to learn how to position myself as a professional and recognizable voice artist.

Another important function would be economic diversification. This simply means allowing yourself to attain remuneration from a broad community of businesses, clients, or rather people within the professional world of work.

These are the two main functions that I believe have helped me build a name for myself in the voiceover industry. It is indeed true when they say your network is your net worth.

Lesson Three

Steps in the right direction

Breaking into the field?

The best way to break into the voiceover industry right now is through social media. If not, then that could also be word of mouth if you're on a budget.

In reality, there is no educational course you can sign up for to become a voiceover artist that holds the expectation of other industries. People may sell you their experiences and what they've learned, and that may get you closer to becoming a professional voiceover artist, but what will get you there is getting things like training, coaching, and mentorship!

Try to find someone who's going to support you and guide you into a product that is ready to be consumed by the industry.

Tips and Tricks

I always found this tip very cliché for many years until I had to practice it myself, but being yourself is truly the secret. You know how they say opposites attract? That's what you exactly must be, the opposite, that's how you find your voice, and that's how you find your feet.

This is the best method in finding your people, your community, by drawing them closer to the essence of you.

My personal preference and technique is that i do a range of voices which are cartoon characters, documentary voices, and radio and TV ads. My favourite go to option, however, has to be my Mickey Mouse impression and my announcer voice.