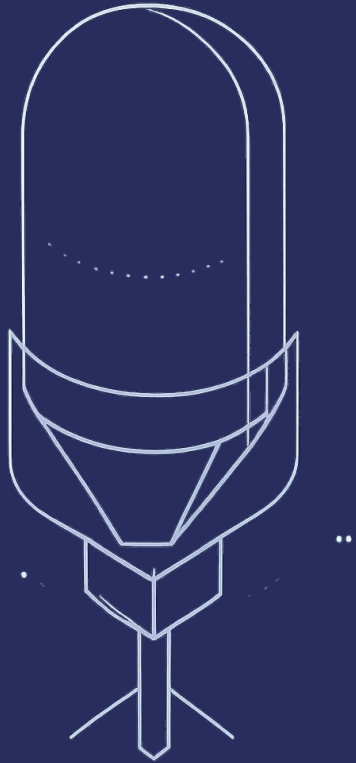




Commercial Voiceover Mastery

The Art of the 30- Second Sell

By **Aleksandr Kozhemiakin** — Transforming scripts into high-conversion audio assets

The 30-Second Architecture

Every great commercial follows a precise structure. Master the **5-5-20 Rule** and you control the listener's journey from first second to final action.



Thirty seconds is the optimal window to capture attention before the listener's mental autopilot kicks in — the so-called **9-second goldfish-span threshold** demands you earn their focus immediately.

The Psychology of the Hook

The Zeigarnik Effect

People remember **incomplete tasks** better than completed ones. Leave a thread unresolved — the listener's brain will stay engaged, craving closure.

Pattern Interrupt

Use unexpected music, SFX, or an unusual character voice to **break mental autopilot**. Surprise resets attention.

Curiosity as the Sales Driver

Curiosity is the **primary motivator** behind every purchase decision. Trigger it in the first 3 seconds.



Scripting for the Ear



Write Conversationally

Simple words and natural cadence win. If it sounds written, it reads fake.

Write for how people talk.

The P-Principle

Proper preparation in pre-production provides a professional production. Never wing it in the booth.

Mark Your Scripts

Use a pencil to note **inflection, pauses, and emphasis** before you ever hit record. Your script is your map.

The Theater of the Mind

Create the Moment Before

Ground every performance in a **real emotional moment**.
Imagine the scene — your voice will follow.

The 30/60/10 Ratio

30% natural voice quality ·
60% technical ability · **10%**
direction-following. Skill
dominates talent.

Speak with a Smile

Physical posture and facial expression **color your vocal output**.
Smile while you read — listeners hear it.



The Power of the Dollarized Message

Move Beyond Description

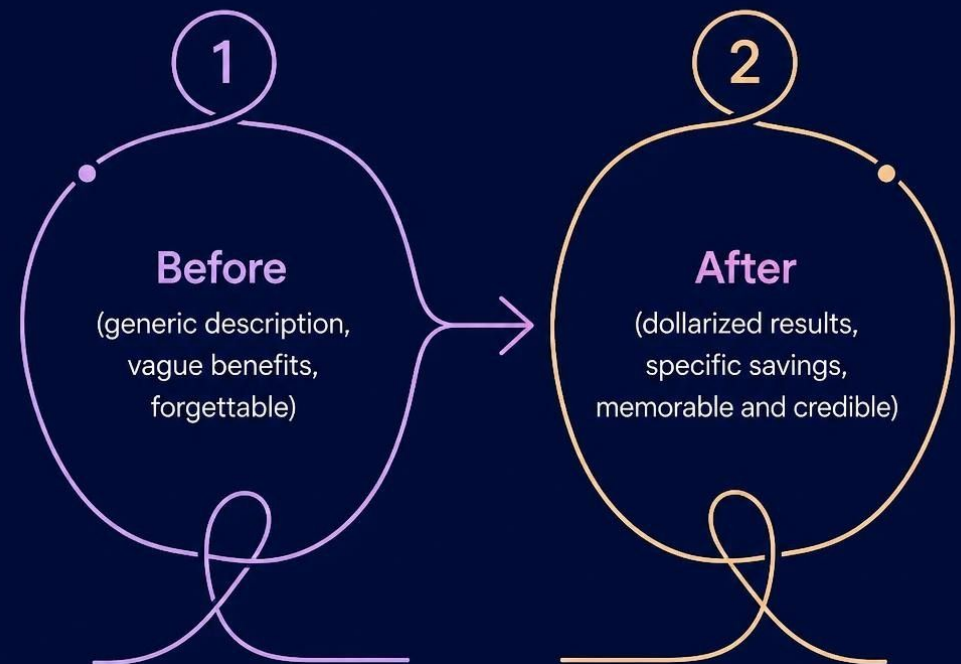
Don't describe features — **quantify results** in the buyer's language. Numbers create credibility and emotional impact.

Case Study

A generic IT recovery pitch became a **\$500,000 savings narrative**. The script didn't change — the framing did.

- ❏ Numbers are a universal language. Use them to make your client's value undeniable.

Two-step transformation:



Advanced Performance Techniques



The "You-Know" Follow-Up

Validate the listener's experience to build instant **rapport and trust**. Make them feel understood before you sell.



Enhancing the Brand

Clear pronunciation and **strategic pauses around the client's name** signal respect and professionalism.



Emotional Resonance

Let **genuine feeling carry the performance**. Reading words is not enough — the listener must feel something real.

Studio Protocol and Production



Pre-Production

Production

Post-Production

Equipment Literacy

Know your tools. Understanding studio protocols and software like **Pro Tools** separates professionals from amateurs.

The Demo Distinction

A **professional demo** is a marketing asset — not just a voice sample. It must showcase range, quality, and brand fit.

The Modern Commercial Landscape



Multi-Platform Adaptation

Tailor your voiceover for **radio, internet video, and GPS applications**. Each platform demands a different energy and pace.



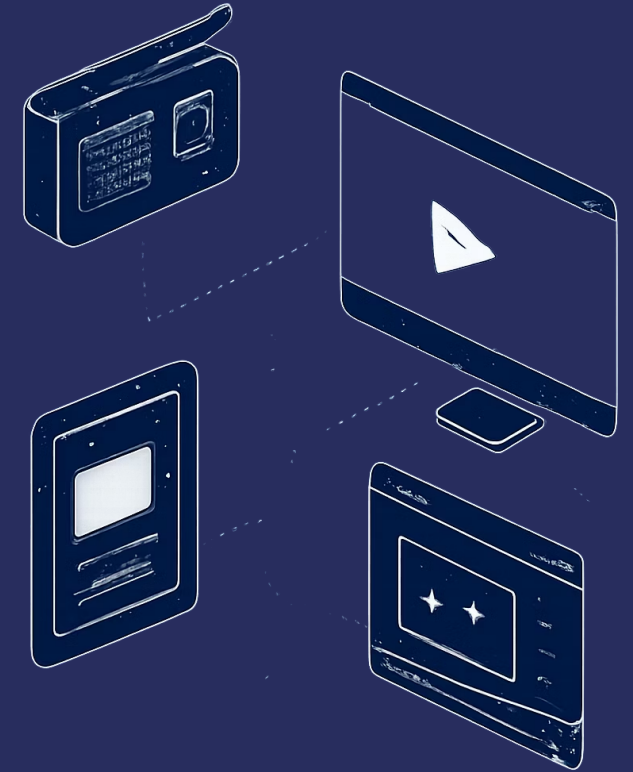
Voice Actor as Project Manager

You are more than a reader. You are a **script translator and creative partner** who shapes the final message.



The 15-Minute Daily Rule

Stay competitive with **15 minutes of daily practice**. Consistency compounds into mastery.



Mastery and Your Next Move

Practice → Profit

Consistent, deliberate practice is the direct path to **professional success** and higher rates.

Your Challenge Today

Record, listen, and refine your 30-second pitch right now. The booth is waiting.

Your Voice Is Your Asset

Start today. Turn **conversation into clients** — your most powerful tool is already with you.

📌 — Aleksandr Kozhemiakin

