

**VO ATLANTA 2021**  
**Choose Your Style**  
*with Elaine A. Clark*



**Discussion:** Why should voice actors know the different Styles? What choices of Styles are there? How do you find the Style in the script or specs? Do you need to be good at ALL the Styles? What Styles best fit your voice and personality?

**Basic Style Checklist:**

1. Traditional Announcer
2. Spokesperson
3. Real Person
4. Retail
5. Promo / Trailer

**Sub-Categories:**

1. Testimonial
2. Storyteller
3. Comedic
4. Image
5. Awareness
6. Mock
7. Stylized / Character
8. Branding



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