



Frank Frederick Publishes "Love Notes" Podcast on Niche Marketing

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Frank Frederick teaches voice actors how to carve out a niche in his first Voice Over Experts podcast episode.

PR9.NET January 07, 2008 - Toronto, Canada – Frank Frederick, entrepreneur, voice actor and author, was featured on the New Year's Day episode of the hit podcast voice acting podcast, Voice Over Experts, <http://podcasts.voices.com/>, the most downloaded and subscribed to voice over podcast for beginner and professional voice actors. Frank is the author of "LoveNotes: Marketing and Branding for Voice Over Artists".

In Frank Frederick's lecture entitled, "Niche Marketing", listeners learn how to differentiate their offerings from others, especially when promoting their talent on the Internet by developing a niche marketing strategy. Frank confides that by defining a target audience and focusing efforts in their direction, professionals will reap greater benefits, work for better clientele and make more money with less work.

As a contributor to the Voice Over Experts Podcast, Frank Frederick lectures on a regular basis, helping aspiring talent to understand, develop and succeed in the business of voice acting and voiceover. Since the lectures are available in the form of podcasts, the lessons are hosted online and can be subscribed to through the Apple iTunes Directory, to be enjoyed at any time.

The Voice Over Experts Podcast can be found and subscribed to for free in the iTunes Podcast Directory and online at the Voices.com Podcast Center.

To learn more about Frank Frederick, go to:

<http://www.thevoice.ispeek.org>

To learn more about the Voice Over Experts Podcast, visit:

<http://podcasts.voices.com/voiceoverexperts/>

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About Voices.com

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Based in Ontario, Canada, Voices.com provides an online marketplace, facilitating transactions between business clients and voice-over professionals employing a comprehensive suite of web-based services. Clients that have worked at Voices.com include NBC, ESPN, PBS, The History Channel, Reader's Digest, Comcast, Nortel Networks, Bell Canada, Microsoft, Cisco Systems, ING, Western Union, Ford, GM, Jaguar, US Army, the US Government and more.

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