



Frank Frederick Advises Voice Actors on How To Define a Niche Market

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Frank Frederick encourages voice actors to identify and target niche markets while exploring their potential in the arena of advertising to those who need their services via his most recent Voice Over Experts podcast.

PR9.NET February 11, 2008 - Los Angeles, CA – Frank Frederick, entrepreneur, voice actor and author, was featured this week on the hit voice acting podcast, Voice Over Experts, <http://podcasts.voices.com/>, the most downloaded and subscribed to voice over podcast for novice and established voice actors. Frank is the author of "LoveNotes: Marketing and Branding for Voice Over Artists".

In Frank Frederick's lecture entitled, "How to Define Your Niche Voice Acting Market", listeners learn how to build a better business by focusing on a particular customer group, in effect, their niche. Frank discusses how zoomed in, targeted marketing efforts toward a specific area or areas of an industry may result in increased income because clients and customers will view the entrepreneur as an "expert".

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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