

Why You're Not Booking (It's Probably Your Brand)

A BRAND CLARITY EXERCISE

Start Here: Most actors don't have a talent problem. They have a clarity problem.

If a buyer can't quickly understand where you fit, they won't hire you, no matter how good you are.

This exercise will help you identify the patterns in your work so you can start to see where your brand may already exist.

Part 1: Find the Pattern

Answer the questions below as honestly and specifically as possible.

1. What reads, auditions, or jobs have felt effortless and right for you?
(Where you thought: "this is me.")
2. What have you booked or come very close to booking?
(List specific types of work, brands, or styles.)
3. What kinds of brands or products feel like a natural fit for you?
(Not aspirational, what actually fits.)
4. What do people consistently say about your voice or reads?
(Look for repeated feedback or themes.)

Part 2: What's Repeating?

Look back at your answers.

What patterns do you see?

Are the same types of reads showing up?

Are the same tones or qualities repeating?

Are similar brands or categories appearing?

Write down what you notice.

Part 3: Distill and Refine

Now simplify.

Cross out anything that is: Vague, Inconsistent, Something you wish were true,

Not supported by real experience or feedback.

What remains should feel clear, specific, and familiar.

Part 4: Your Starting Point

Using what's left, complete this:

I tend to book (or get close to booking) work where I sound _____ and _____,
for brands like _____, in spots that feel _____.

Don't overthink this. Go with what feels most grounded in truth.

You get booked because you're easy to cast. The clearer you are, the easier you are to hire.

Serious about your brand but could use some help? The CSM team is here for you, from branding gurus to digital media specialists and our robust casting department, we're dedicated to helping you fulfill your dreams and maximize your potential.

Get started by scheduling a free 15-minute consultation to discuss your VO career and brand!

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