

Essence of Creativity



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You just have to decide to go on a journey, the journey towards your dream. If I want to fill my fridge, I need to go to the supermarket, I have to drive there, spend some money and pick what I want, drive home and put it all away.

Voiceover is acting that no one sees. When I am manically laughing in my booth my body, my voice and my face do the same things as they would when I am on stage or in front of a camera.

I believe in this industry that we all have this “thing” inside which is not satisfied if we’re not performing. But what is this “thing”? It is the essence of creativity; something to develop to help us transition from surviving to thriving. It’s the thing that can free us from the day job shackles and catapult us to self-employed utopia. But here is the thing, it doesn’t come right away and it doesn’t come after one email.

When we watch the Olympics, an athlete does not show up on the day having not prepped. Years of hard work has gone into the result we see on TV. We know a gold medal only comes with a lot of hard work, so we must ask ourselves the question, how are we going to get that medal? The answer is in that “thing” within us, that essence of creativity that motivates you.

Don’t think about the hours of research, the countless emails, and the cost of vocal classes, or the length of a marketing course or any of the challenges. Think about that essence; make it the drive behind all you do, think of that feeling when you’re performing.

When we focus on this, it invites us to dream about the finish line, allows us to visualise where we want to be, not where we are, and the transparent unobtainable path begins to show its direction and becomes a lot more obtainable.

How bad do you want it? It’s yours; there you go, it’s yours. It’s true I am not joking... IT IS YOURS!

You just have to decide to go on a journey, the journey towards your dream. If I want to fill my fridge, I need to go to the supermarket, I have to drive there, spend some money and pick what I want, drive home and put it all away. There is a process and some sacrifice in that process. No one gives me it for free, but without that stuff my household won’t continue, it’s a necessity and the same is true with our dreams.

So, we find a solution in this analogy, we HAVE TO make our goal our motivation. The journey and the process, with all the sacrifice within, are the stepping stones aligning you to the end goal. Make that visualisation - that “thing”, that creative essence - your drive to take you from where you are to where you want to be. It really is yours, if you really want it, GO GET IT!

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But Alan!!! There are so many other VO’s out there more famous and more talented than me!

I have told myself this time and time again. But you know what? It does not matter!

You focus on what you can do, not on what everyone else is doing!

Time to look at it a different way! I am so thankful there are exceptionally talented VO’s out there; it means I have role models, inspirations and teachers to help me level up!

Surround yourself with like-minded positive and encouraging people and most importantly... enjoy the journey.

