

Interview with **SIMONE NYLANDER**

FOUNDER AND DIRECTOR OF SSN VOICES

Alan Shires recently caught up with UK voiceover talent agent and is the founder and director of SSN Voices about what it's like being a vo agent and what she looks for in a voiceover talent.



Simone Nylander
Founder & Director of SSN Voices



By Alan Shires
Voice Actor
VON Communications Manager

ALAN SHIRES:

What's the most enjoyable part about your job?

SIMONE NYLANDER:

I've just recently launched my voiceover agency SSN Voices focusing on specialising and managing talent of all calibre. This agency is a sub-division of Samuel and Shaw Theatrical and Production company. Answering your question, no doubt, is going through a journey of nurturing fresh talent and securing a job for them, getting them ready to go into market as well as starting a business of my own.

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ALAN SHIRES:

Amazing, that sounds really rewarding. Specifically for your voice over clients, do you see any common mistakes across the board at the moment?

SIMONE NYLANDER:

I guess having the wrong attitude in thinking that voiceover is a matter of just being in front of a mic and not going through the important process of preparing a script in advance. We are fortunate enough that when a brand / casting director approaches us, they have considered the talent in

question, so they've come specifically for that particular talent / personality. Another common mistake is not having good timekeeping or being professional as a whole, followed by not listening and taking direction well, and not being prepared in the studio, which results



in a lot of time wasting for everyone concerned. It's imperative that you give and leave a good impression so that you can get booked again, it's all about repeat business.

ALAN SHIRES:

So, when it comes to preparation what sort of tips would you give a voice over artist who's going into a casting room with a cold read?

SIMONE NYLANDER:

The first thing is you have to know how to use and control your breath effectively. Also, you need to look at the nature of what message is trying to be conveyed in the script and listen to the direction given (if any, very carefully). Then take your time and really relish the words and deliver it in such a way that it's effortless. Also assess the situation you're being faced with, some productions welcome feedback from you, others may not. So learn to gauge accordingly.



ALAN SHIRES:

So, when a voice over artist comes up to you and auditions for you, what makes them stand out from everyone else?

SIMONE NYLANDER:

One that has a real understanding and is able to listen and trust their agent, the producer or casting director etc. When a talent cares and really

wants to deliver exactly what is asked of them, this is what stands out for me as opposed to someone who is very disinterested and turns up at yet 'another casting'. Talent who really want to deliver their lines organically and believe what they're saying, as they're essentially selling a product and supporting the external client/brand. This stands out for me as well as having a natural delivery and enthusiasm that is marketable to external buyers.

ALAN SHIRES:

Last question, I had the fortune of being in your workshop at



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The VoiceOver Network's Above and BeVOND London 2019 voiceover conference, so a question, how does a voice over artist find more work?

SIMONE NYLANDER:

It starts off by doing your research, I sound like a stuck record but you have to know to do your research thoroughly and you have to know who you're competing against. So who sounds like you. If you do find people who sound like you what are they doing that you're not doing? What difference can



you make? Is your reel current enough? Does it need to be updated? Get other opinions in order to listen to your reel and see what kind of objective feedback can be gained from it. It is just about being very on top of what's trending and what's not trending. Who are the most up-to-date production people? What are they working on? Also what are you passionate about? If it's documentaries, what kind of documentaries do you like? - make sure your reel reflects this. Just be very clever and skilful at what you're best at. That is one of my many tips.

SSN VOICES books are currently open. For submissions contact info@ssnvoices.com.



THE AGENTS PANEL AT 'ABOVE AND BEVOND LONDON 2019' VOICEOVER CONFERENCE. TIM ODOFIN, RACHAEL NAYLOR, SIMONE NYLANDER, PETER MORRIS, NATALIE HILL AND CAMILLA LAXTON

