

Voice Over in the Age of AI

INTRODUCTION

If you're thinking about getting into voice over, you're probably wondering:

Is it even worth it anymore?

That's a fair question.

Voice over has changed dramatically. Artificial intelligence has replaced much of the low-end work that used to exist.

But voice over isn't gone.

It's just different now.

After more than 40 years in radio and voice work, I can tell you:

There is still opportunity—but it doesn't look like it used to.

ABOUT THE AUTHOR

I started in radio at 25 years old and went on to spend over a decade with CBS Radio as an on-air announcer, public affairs host, and commercial copy director—writing and producing thousands of commercials.

I've voiced thousands of radio spots and worked with/official voice of national brands including Winn-Dixie, Ocean Spray, and Simi Wines.

I've also been the voice of Eleanor Roosevelt at the Warm Springs Museum, and recorded everything from airport announcements to on-hold systems.

I hold a BA in Theatre and teach acting and introductory voice over.

VOICE OVER IS ACTING

The best voice over talent have experience or training in acting.

It's not about having a "good voice."

It's about communication, performance, and connection.

THE "ANNOUNCER VOICE" IS OUT

I spent years developing a strong, polished announcer sound—and it worked.

But today, the trend has shifted.

Clients now want natural, conversational, real voices.

👉 The goal is to be **trained and polished... without sounding trained**

HOW TO PRACTICE

- Read aloud daily
- Record yourself
- Focus on meaning, not just words

Voice over is acting, not reading.

HOW TO GET ACTING EXPERIENCE

You can do this anywhere:

- community theatre
- acting classes
- improv groups

Even a little experience makes a big difference.

MY PERSONAL SETUP

You don't need a complex studio.

Here's what I use:

- Shure SM7B microphone
- SL2 Interface
- Sony MDR-7506 headphones
- Mac laptop

Simple. Reliable. Proven.

DO YOU NEED AN AGENT?

No.

Agents are difficult to get—and not necessary for most modern opportunities.

You can start without one.

HOW TO GET STARTED TODAY

- learn to record
 - practice regularly
 - create your own content
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WHAT I WOULD DO TODAY

- keep setup simple
- focus on communication
- practice daily

- learn acting basics
 - create your own opportunities
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FINAL THOUGHT

Voice over has changed.

But the need for clear, human communication hasn't.

If you're willing to adapt—

👉 **“If you're ready to get started, keep it simple and take action.”**

Stay Connected

If you'd like to see the exact setup I use and get started the right way, you can find more here:

👉 **www.bohudson.com**

If you have questions, feel free to reach out:

👉 **info@bohudson.com**