

Voice Over Demo Script

Written for voice actors building a first commercial demo reel. Eight original spots of six to ten seconds, each in a different style, so the finished reel shows your range in about a minute.

60 sec reel · 8 segments

Eight spots, one style each. Record all eight, then keep the five or six that sound most like you. Every brand here is invented, so nothing on your reel looks borrowed.

BEFORE YOU RECORD

- Open the reel with the spot that sounds most like the work you want to book. Casting directors often decide in the first ten seconds.
- Keep a commercial demo to about sixty seconds. A short reel full of range beats a long one full of the same read.
- Record every spot at the same mic distance and level, so the finished reel sounds like one session rather than eight.

01. Warm and conversational (insurance)

8 sec

[talk to one person across a kitchen table]

"Life doesn't send a schedule. / That's why Lumen and Pine Insurance answers the phone at 2 a.m. // Lumen and Pine. Still here."

02. Retail hard sell (weekend sale)

7 sec

[bright and fast, but every word still lands]

"Three days. Every couch, every chair, forty percent off! / Halvorsen Home's biggest sale of the year starts Friday!"

03. Luxury and automotive

8 sec

[slow, low, and let the silence sell it]

"Some roads are travelled. // Others are claimed. // The new Valcrest GT."

04. Tech explainer

9 sec

[clear and friendly, like explaining it to a smart friend]

"Quillbit reads your receipts so you don't have to. / Snap a photo, and your expenses sort themselves. / Tax season, solved."

05. Healthcare and caring

9 sec

[gentle and steady; reassurance, not sympathy]

"At Tidewell Pharmacy, we know your name, / and we know your questions matter. // Tidewell. Care that remembers you."

06. Kids and toys

6 sec

[big energy and a real smile, without shouting]

"Build it! Launch it! Watch it zoom! / The Starfizz Rocket Kit. Batteries not included. Fun definitely included!"

07. Trailer and promo

8 sec

[deep, deliberate, and pause like it costs money]

"This winter. // One town. // One secret. // And no way out. // Hollow Creek. Only in theatres."

08. Corporate and e-learning narration

10 sec

[neutral, credible, and never rushed]

"In this module, you'll learn the three questions to ask before every client call. / By the end, you'll have a checklist you can use from today."

USAGE

Free to use. Record these spots for your own demo reel or practice, and publish the reel under your own name. All brands are fictional. No credit required.

Record it with Hilite — hellohilite.com

Studio-quality audio from your laptop mic. Free to start.