

Actor	Notes
Aimee Gironi	<p>I love your quirkiness and the steps you took to make the read your own! For the first take, I feel that it falls a bit flat, especially in the beginning - I can't really get a sense of who you are talking to and the read starts out a bit all over the place. It should be more of a gradual build. I'm all for lead ins to help you get there, but I don't think the w-w-w-what in the beginning was quite fitting for this. There's a smile in your voice when you say "what the hell is going on here" - I don't feel a smile makes sense here since your character is supposed to be annoyed by the traditional banking system. Second take is definitely stronger. Quicken up pacing though as I feel that it's a bit too slow and your quirkiness is falling through the cracks. Second take can also be built more - why should someone use Coinbase over traditional banking? It's your job to tell them that. Great job though and great choices!</p>
Amy Bermudez	<p>I definitely feel like you can be adding more of yourself in the reads - why are we hiring you over someone else? What are you bringing to the table to insert yourself in the read? There's a lot of opportunity in this script for personality and I feel that you can go bigger with it and really have fun with it. Pacing is good and tone is nice, just need to make minor adjustments to make it more of a competitive read. Also not clear of who you are talking to here - make sure you always have a specific person in mind so the read comes across as more relatable. The goal is you should be talking WITH someone, not AT someone. Sell it without selling it!</p>
Andre Ricarte	<p>Love your voice! I love the direction you started in with your tone and I definitely got hints of who you are talking to here, but the pacing is way too slow so it's making the spot drag a bit. The read will feel more relatable and like you are really talking to someone if you're at a more conversational pace. Second take the pacing is better but feels a bit choppy and I'm not getting as much of your personality here as the 2nd take. A combination of your two takes would probably be the perfect take! Just make sure pacing stays consistent. Lean more into that specific person you are talking to</p>

Actor	Notes
Ann Lucente	<p>Nice job Ann! Great job with giving me two different variations of takes. First take definitely had more personality, but I don't feel like it was built as well as the 2nd take was. Second take I felt was pretty much competitive - maybe got a bit too rushed towards the end. For the first take I think you maybe started off too strong and I'd like more of that build like the 2nd take. Otherwise great job with tone and pacing here! Really felt like you were having a conversation with a friend</p>
Ash Haglund	<p>Love your voice and tone Ash! Really felt like you were talking to a friend here and I got a very fun/relatable tone - super competitive read! If I'm being picky I would say maybe try to have more of a natural build for lines 1 - 3 from the start but I think you really did a great job with this!</p>

Actor	Notes
Betsy Winchester	<p>Really nice job here! Try to have some variations with the "envy" ending lines. I think your first take was stronger in terms of personality - 2nd take I feel like you could add more of yourself/wink of humor/personality to make it really come to life as much as the 1st take. But overall I think this was a pretty competitive read - just need to make those minor tweaks.</p>
Candace Fitzgerald	<p>Really great start here Candace! I think there were moments in both that were super strong, just need to make minor tweaks. Try not to laugh while you say the product name - Lowe's should really stand out. First take I felt your second half was stronger and Second take I felt like your first half was stronger - I think the perfect take would be a combination of the two. The first half of your first take I didn't really get as much personality/idea of who you are talking to here - think you can definitely build that more. After "Lowe's, actually" on the 2nd take I felt it was a bit flat - really make sure you always know that specific person you are talking to to make the read relatable. Really great job overall!</p>

Actor	Notes
Cean Houston	<p>You have a great voice Cean - don't hide behind it! Sounds like you're holding back in your first take - can't really tell who you are talking to here and I'm not sure the whisper is the right fit for this spot. Who are you talking to here? Why should someone go to Lowes and not a competitor brand? Sell it without having a "this is an advertisement" announcer tone. Really think about how you can put your personality into the read - why should the producer hire you? It's your job to show them that. Second take is definitely much stronger! Getting more of that relatable/conversational feel that we want. I think it's a solid take - it would be good as another option to submit but I think you still need one more take that is super personalable and relatable. Nice job!</p>
Charlotte Ann	<p>Nice job - love your tone and voice! I liked both takes but felt like you in the 1st take, you lost your momentum after the 1st line. 2nd take was much better in terms of personality but then lost it when you said "lowe's actually" - not sure if you did this on purpose but you said "lowe's actually" twice in a row on the 2nd take so just make sure you are being careful about editing in the right takes. 2nd take of "lowe's actually" was much better in the 2nd take - 1st take felt a bit flat. I think the 2nd take overall was your strongest, might just need to speed it up a tad. Minor tweaks - nice job!!</p>

Actor	Notes
Cheska Aguiluz	<p>Love your voice! Reads are too rushed so I'm missing your personality a bit - make sure to take a quick beat between sentences so that the viewer has time to process what you're actually saying. I can get a sense of your tone/who you are talking to but both reads sounded a bit too similar for me - if you are doing two takes, each take should sound different than one another, otherwise you might as well just do one take. I think minus those tweaks, you can do one take that's a bit bigger than the other to show your range. I find that the reads that go over the top with personality book because it's a lot easier to tone down a big personality than try to build up someone who is flat! Nice work.</p>
Christian Nielson Buckholdt	<p>Really great job Christian!! Both were really good reads - I love your tone and your voice. I would say for both takes maybe throw it away a bit more and give them more of a shrug so we don't get that "silly" sort of sound. And maybe just a bit more of a variation from your 1st take so your 2nd take doesn't sound too similar - 2nd takes should always be different from your 1st so you can show your range and show that you are versatile and can be directed easily. Super minor tweaks - overall really awesome job!!</p>

Actor	Notes
Clare Forbes	<p>Love your personality!! 1st take was definitely the strongest but I love both of your takes because you showed your versatility and that you can tone it back and still give a conversational/relatable read. I don't love the voice put on in your 1st take for the "I'm so ready to impress the old gang" - just didn't think it was fitting there. I think the endings of the "envy" lines could maybe use a bit of variation so they're not flat. Really excellent job here though!</p>
D Casellian	<p>Love your personality D! Really awesome job here. I think you can throw it away a bit more in your 1st take so I don't feel like I'm being talked at - I want to feel like I'm being talked WITH. 2nd take is definitely skewing more flat - can't get that sense of who you are talking to. Make sure you always have a specific person of who you are talking to. Overall really good job - just minor tweaks to make it more competitive!</p>

Actor	Notes
Farrah Haidar	<p>Great start Farrah! I think your 1st take was definitely stronger since there's so much room for personality and humor in this script. I think both takes were a still a bit too similar in tone so for a re-direct I would want a completely different take to show your range and versatility. Really lean into those moments where you can dive in with the humor. The second half of your first take sort of felt like a different read than the 1st half so just make sure you are being consistent with tone - 1st half was personable and 2nd half I got the more of that meditation sort of sound. The choice you make for each take should be consistent throughout the entire read. When you're allowed to have fun with it, really lean into it! I find the reads that book are the ones that show their personality because it shows your versatility and that you can be easily directed.</p>
Garrett Goodison	<p>I think both takes were really good!! I think you can add more personality in both to really take it from a good to great read - voiceover is so competitive so it's so important to make yourself stand out. Why are we hiring you over someone else? But overall really nice job, just need to make those minor tweaks to add more of yourself to it!</p>
Heather Dietz	<p>Good start! Definitely think you need to built the reads more - tone is feeling a bit too one note. You should never be getting "angry" but you should almost be hyping yourself up - the more you think about traditional banking, the more annoyed you're getting! There's lots of moments for humor and personality in this script so I think you can go bigger and really add yourself in here - why are we hiring you over someone else? 2nd take was definitely stronger but I feel that this applies for both dates. Again, it was a really really strong start, just need to build it more and add more personality to really make yourself stand out. Good job!</p>

Actor	Notes
Hopper Stone	<p>I loveeee your voice and gravel in your voice! 1st take started off super strong, I think it started to fall flat in the middle though once you introduced what Massage Envy does for you. You never want to come across as selly - it should be a sublte sell without it sounding like "this is an advertisement." 2nd take was generally more on the flat side - always think of that specific person you're talking to while doing the read. Just minor tweaks but you're definitely on the right track. Really awesome job!</p>
Ingrid Nelson	<p>I think both takes started off a bit inconsistent with pacing and who you are talking to - I got moments of the relatable feel we're looking for when we're listening to auditions, but I think just cleaning up the pacing and making it more clear of that specific person you're talking to is going to help a lot. It should have a nice flow to it - like you're talking WITH someone rather than AT someone. 1st take was stronger in terms of tone/persaonlity - 2nd I felt was more on the flat side, especially when you introduced Lowe's. You have a lovely voice - don't hide behind it! Great start here - just needs someone tweaking!</p>

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Jen Antkowiak	<p>Your voice is so soothing and comforting - love it! Definitely really fitting copy for your voice. I like how both takes showed your range. I think you can go bigger with your personality in the 1st take to really show your versatility/how both takes contrast from one another - lean into those humourous moments a bit more. Really great job!</p>
Jen Tophoney	<p>You have a lovely voice! I like your variation in takes - subtle but shows your range. I think you can throw both takes away a bit more and give them more of a shrug to make them more relatable sounding - remember you should feel like you're talking WITH someone, not AT someone. Just a minor tweak though - you don't need to go crazy with it. Overall really fantastic job - pretty competitive reads!</p>

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Jenn Henry	You have such a cool voice Jenn! 1st take I think you can work on building the reads out better in the beginning...I felt there was too big of a change in tone once we got to the "Our phones have.." line so I think you just need to transition the "anger" or "annoyance" a bit better so it doesn't go from 0 to 180. After that line though I think you were pretty on point with the build though. I love your range in takes - shows you are super versatile and I love the deadpan ish approach for the 2nd. Really awesome job!
Jennifer Nice	Nice job! Both takes were good - I think you can add more of yourself into both takes still - there's a difference between a good and a great read and you really want to make sure your read stands out. Why are they hiring you over someone else? What's making Jennifer stand out here? Great job with tone/pacing - just need to add more personality and it'll be more competitive!
Jeremy Adams	You have a really soothing voice! 1st take the pacing is a bit too slow in some moments - should feel like you're having a conversation with someone, not at someone. 2nd take I

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Jessica Lehman	<p>Love your personality Jessica! Thought your first take was pretty spot on - I think there were maybe a few moments where I was craving more of your personality so just make sure you're keeping everything to consistent. I like your variation in takes so great job with that - always smart to go bigger with your first take especially when fitting. I still feel like your 2nd take can use more personality/was falling slightlyyyy flat in moments even though I know you wanted more of a "toned back" 2nd take - I think both you can add more personality and they will still feel different enough from one another. Good job!</p>
John Michael Sedor	<p>Nice job - you have a great voice! Overall for both, I think we're lacking personality here. I got hints of who you are talking to but make sure you are making your intentions specific with that specific person you are talking to. 1st take pacing was off - make sure flow is consistent. Both takes felt a bit too safe, especially the 2nd wqas was more on the flat side. You should have two contrasting takes that show your range and versatility. Why are we hiring you over someone else? Why should someone go to Lowes? It's your job as the actor to answer both of those questions by adding yourself in the reads. You're definitely going in the right direction here - good job!</p>

Actor	Notes
Jonathan Bullock	<p>Love your smile Jonathan! Make sure you editing out big breaths before starts of new sentences/between takes - you don't want to ruin the flow of the read. small breaths should still stay in so you don't sound robotic. I think both takes were overall good, I definitely feel you can add more personality in both though - why are we hiring you over someone else? Why should someone go to Lowes and not a competitor brand? Make sure you are answering these questions by adding yourself in the reads. Both takes also felt a bit too similar to each other so make sure you're showing more contrast in your takes to show your range/personality/versatility. Nice job overall - just need some minor tweaks!</p>
Kara Kovacich Stewart	<p>Hey Kara!! Nice job :) Your tone is great here - make sure you're not taking too long of beats between sentences so that we don't ruin the flow of the read - everything should be super consistent. Should be a gradual build - tone wish you did this, but I think if you clean up the flow/where you took too long of beats it'll really sound like you're talking to someone here. I like that you showed your range in both takes by giving us two different reads. Great instincts, just need some minor tweaking. Awesome work!</p>

Actor	Notes
Keeshan Giles	<p>Great start! I definitely feel like both takes need to be "thrown away" more and have more of a shrug - we want relatability like you're really having a conversation with someone. I think you need to make your intentions a bit more clear on the specific person you're talking to. The 2nd half of the 2nd take felt like a different read from the 1st half by the way, so just make sure you are being consistent with tone. Think about why someone should hire you over someone else - how are you putting yourself in the read to a) make yourself stand out and b) turn it from a good to a great read? Also ask yourself why should someone go to Lowes and not a competitor brand? It's your job to tell them why Lowes. Nice job - just need some tweaking!</p>
Keith Houston	<p>LOVE your 1st take Keith!! I thought it was perfect and felt super competitive - great pacing, tone and really got a sense of your personality. Wouldn't touch anything there. 2nd take sort of felt a bit robotic to me with the tone so I would just be aware of that. I would maybe on the 2nd take show more range - both takes sort of felt the same with tone. Maybe one that shows more of an "annoyance" and builds with that annoyance against the traditional banking system. Otherwise really fantastic job!</p>

Actor	Notes
Keith O'Brien	<p>Hey Keith!! Love your reads - super fun and personable! I definitely think the 1st take was your strongest one - I thought that was super competitive and I wouldn't touch anything with that one! 2nd take I think was still good but wasn't as strong and sort of sounded a bit similar to your 1st take so just want more of a range here to show your versatility a bit more. It wasn't a carbon copy, but the tone was pretty similar so just change it up a bit. Otherwise really awesome job!!</p>
Kristen Creager	<p>You have a really cool voice Kristen! Nice start. In both takes I can't get a sense of who you are talking to here - always make sure you have a specific person in mind everytime you are doing a new take! Both takes sort of felt too similar to me - when you are asked to do two takes, each take should sound different than the other - you want that contrast to show your range/versatility. We want to be able to see you can be easily directed. Always think to yourself these questions - why is someone going to hire me over someone else? Why should someone go to Lowe's over a competitor brand? It's your job as the voice actor to answer both of these questions by showing yourself in the reads more. good work - just needs some tweaking!</p>

Actor	Notes
Laura Welsh	<p>Awesome job Laura!! I thought both your takes were pretty spot on! Super funny, relatable, personable. I would just say maybe throw it away a bit more - there were some moments where I just felt that you knew what you were going to say before you actually said it - want it to feel a bit more spontaneous. Love your range and versatility. Really strong/competitive reads. Nice work!</p>
Leigh Lovett Laird	<p>Nice range in takes! Love that they both contrasted one another. My only notes is that the lines leading up to "Lowe's actually" just feel a bit too rushed - I think you can slow it down a tad and take a quick beat between each question. Otherwise really nice work!</p>

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Lisa Costello	<p>Nice job! First take was good, second take felt a bit too similar to the first take, only difference was the 2nd take felt too rushed. When you are given the opportunity to do two takes, you want to make sure that each take contrasts the other so you can show your range and personality. The first take I felt you were a bit too smiley when the undertone of the spot is about the annoyance of traditional banking (hence, why people should switch to Coinbase). I think you can go bigger with your personality and really have fun with that build. Minor tweaks, but overall really good!</p>
Lisa Hammert	<p>Good start here! Not sure if the southern dialect was intentional on the first one - for showcases I would always speak with a neutral non-regional dialect as the majority of commercial work is not specific to any regional dialect and you're almost shooting yourself in the foot by not showing what you can do as commercials are the bread and butter of the voiceover industry. I felt the 2nd take was a bit too similar in tone to the 1st take - when you do two takes, you really want them to contrast one another so we can hear your range and see your versatility. The lead in for your first take was a bit too long - improv is okay but it has to make sense. I think you can go bigger with personality and lean in to the humor here. Nice job!</p>

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Lorna Halverson	<p>Nice job! Pacing feels a bit too slow and the beats between sentences are a bit too long - it's ruining the flow of the read so you want to make sure the pacing is conversational so it feels like you're talking WITH someone, not AT someone. I think your tone is good here, just need to be a bit more spontaneous and "throw it away" - give it more of a shrug. Voiceover really emphasizes real human beings which is why producers request "non announcery reads" Good work overall just needs some minor tweaks to clean it up!</p>
Maxfield Lund	<p>Love your humor and personality!! Super fun reads and fantastic range for your takes! They really showed your versatility. There were moments I wanted you to speed it up a bit and not linger on certain lines or not take as long of a beat - I felt like it ruined the flow and personality of your read in those moments. The 2nd take especially felt like it was being dragged out longer than it needed to be. Otherwise really nice work - just minor tweaks to make it even more competitive!</p>

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Michael Mishkin	<p>Really nice job and love your personality!! I think you did a really great job adding yourself to the reads to make it fun. I almost think for the first take you went too big too quickly on the in the script - it should be more of a gradual build. Towards the end even though it had so much personality, it started to feel one note since you went too big a bit too early on. Second take is better with the build, but I think you went back and forth too much from going big to small to big again - should be consistent. With both takes, I was wanting a bit more spontaneity - it almost felt like you knew what you were going to say before you said and I there were beats in between each sentence that were a bit too long that messed up the flow a bit. Really great job overall, just need to tighten it up a bit!</p>
Michael Orenstein	<p>Super competitive read!! Really great job. I think you could probably go a bit bigger at the end and add even more personality, but I love your use of improv and I thought it was an overall great read!</p>

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Michelle Philippe	<p>I like your takes on this script - nice variation. I think you can definitely tighten up both reads a bit - the pacing feels a bit inconsistent and we're losing that natural conversational flow. I also think there are moments where I didn't really feel you were talking to a specific person and felt a bit generic/flat, so always remind yourself of who you are talking to while you are doing your reads. Nice work!</p>
Mike Berlak	<p>I love your gravel Mike! Really good start here - I think you can do a better job of building the read a bit more. I definitely got a sense of your personality, but there are moments that you can go even bigger with winks of humor. You should be getting more "annoyed" and building that as the read goes on. The second read felt a bit too slow/didn't flow as well for me - I think there are moments where you took too long of a beat and went a bit too slowly just tighten that up a bit so we get more of that natural flow</p>

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Mike Ciporkin	<p>Awesome job with these!! If I'm being picky, I think your second take felt too similar to your first take so when you are given the chance to do multiple takes, each take should contrast one another. But again, that's just me being picky - I really thought your takes were super competitive. You have clear diction, great pacing, tone and I felt like I got a sense of your personality and who you are. Great work!</p>
Noelle Fabian Dragon	<p>Great work - thought these were really solid reads! Great contrast with takes - really shows your range. I think you could probably go a bit bigger with the personality/humor in the 1st take if you wanted to, but otherwise pretty spot on competitive reads. Nice job!</p>

Actor	Notes
Paul Rogus	<p>Try not to take too long of a beat between sentences because it ruins the flow and build of the read - the build with this specific copy is super important. I like your personality here. I think you can build both takes a bit more - they really wanted someone who would get bigger with the "annoyance" of traditional banking as the read goes on. Also when you are given the opportunity to do two takes, make sure you are giving two contrasting takes that show your range - I felt both of your takes were too similar in tone so you really want to make sure you're able to show your versatility.</p>
Peter J Marx	<p>You have a really nice gravel and unique voice! Try not to end your sentences in the same cadence - starts to sound a bit competitive. I felt both takes were too similar in tone - when given the opportunity to give 2 takes, make sure each take is different and contrasts one another so we can hear your range and verasility. I think you can do a better job with building your read more so we're not getting that one note sound - we should gradually hear you getting more and more "annoyed" with the traditional banking system, hence Coinbase. Your job as the voice actor is to tell someone why they should be getting the product, while also proving to the producer why they should hire you over someone else, so it's really important to always put your personality in the read.</p>

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Phil Schoen	<p>Nice job Phil! Love the tone of your voice. You did a great job of sounding real, relatable, conversational. I think you can do a better job of building the build more and go even bigger with your read - it started to feel a little bit one note - there's so much opportunity to add a wink of humor here and have fun with it so you should really go big! Definitely on the right track in terms of making sure your second take contrasts your first take to show you range, however the 2nd take felt a bit more robotic/put on to me so I think you did a better job with the 1st take. Great work - don't be afraid to go big! I find the reads that book are the ones that go bigger with personality as it's a lot easier to tone down a big personality than try to build someone who starts out as flat.</p>
Renee Najour Payne	<p>Good start! Both of your takes I was wanting more of a shrug - they both felt a bit too put on. I also want to get a better sense of who you are talking to hear - it's skewing a bit flat and with commercials we really want to get that relatable, conversational feel - like you're talking to a friend. Both of your takes seemed a bit too similar in tone so when you are doing two takes, make sure you are giving two contrasting reads that show your range and versatility. Really make sure you are showing your personality - your job as the voice actor is to 1) tell someone why they should be going to Lowe's over other brands and b) show the producer why they should hire you over someone else reading the same script as you. That's why it's super important to put yourself in the reads and show your personality!</p>

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Ro Dempsey	<p>Great job Ro! Your 1st take was definitely stronger than the 2nd - I know you were probably trying to just show range/versatility, which is great and what you absolutely should be doing, I just don't think the 2nd take landed as much as the 1st did and felt a bit flat. The pacing in the 1st felt a bit inconsistent (moments where it felt too fast and then went a bit slower) so make sure you are being cognizant of that. I think you can even go bigger with the personality in the 1st take if you wanted to. Overall really good work! Just minor tweaks</p>
Sandra Dyson	<p>Love your voice Sandra - especially fitting for this spot! Great personality and range of versatility not just within each take, but both takes are contrasting in a great way. I thought both reads were really competitive. Really fantastic work!</p>

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Savannah Newton	<p>Great start! I think your read is coming across as a bit too characterly, especially towards the end of the 1st take. It should really sound like you're talking to a friend - you want to be talking with someone rather than at someone. You have great range and versatility, I think you just need to make it a bit more clear on who you are specifically talking to so we feel like we're in that conversation. It shouldn't sound fake or over the top - should sound real and relatable. You can definitely use winks of humor to add that personality. I think both takes you need to "throw away" a bit more - give it more of a shrug so it doesn't sell too selly! It's all about selling it without making it feel like it's an advertisement.</p>
Shelby diLorenzo	<p>Great job! Got a great sense of your personality here and good range of takes. I think just speeding up the reads will help get more of that natural, relatable conversational flow we're looking for in commercial reads. Your pacing is currently a bit too slow and feels like you're almost over enunciating a bit - should feel casual and I think you can give this more of a shrug. Otherwise, really great tone - I think just speeding it up will give us what we're looking for to make it a competitive read!</p>

Actor	Notes
Peter Sommers	<p>Good start! I got a bit of a sense of your personality but it generally felt flat for me - who are you talking to here? I didn't really get a sense of that specific person you are talking to which is why it came across as flat to me. Really make sure you narrow this down so we get that relatable, conversational read we look for in commercials. I think both takes also sounded too similar - when you are given the opportunity to do 2 takes, you want to make sure each take contrasts one another so we can hear your range and versatility. Definitely can go bigger with the personality in these takes. Your job as the voice actor is to answer 1) Why Lowe's and 2) Why should we hire you over another actor? so that's why it's important to really show your personality in the reads.</p>
Stella Valente	<p>This was a good read! I love your personality towards the end of the 1st take and think you can apply that towards the whole read from the beginning. Both takes felt a bit too slow - I think speeding it up can help it flow a bit better. Great range in both takes in general though. Just a minor tweak with the pacing for both, nice work!</p>

Actor	Notes
Vince Melamed	<p>Love your personality and voice Vince! Such a fun read. The only note I would say for you is that you could maybe build this read a bit more - you're almost getting more and more annoyed as you talk about how outdated the traditional banking system is - that we live in 2024 and why are things like this! Hence Coinbase. Other than that it was really super solid and competitive, that was just me being picky. Nice job!</p>
William Cline	<p>Good to see your name again William and nice job! I would work on not sending your sentences in the same cadence - just becomes a bit one note and sounds robotic. Don't hide behind your voice. I really want to feel like you are talking to a specific person here. Why are we hiring you over someone else? Why should someone go to Lowe's over another competitor brand? it's your job to tell them that.</p>