**VOICE-OVER RULES**

**DO**

* Establish the goal of the voiceover before writing it
* Make certain the voiceover is necessary
* Say as little as necessary
* Practice before you record
* Check your time
* Match it up with your video
* Write the voiceover in your own style of speaking
* Sound conversational, but authoritative
* Re-record it if it is less than perfect

**DO NOT**

* “Wing” it. Planning shows.
* Throw in a voiceover when a video transition can be used
* Make the voiceover longer than necessary
* Try to sound more academic than you are
* Let it be if it is just “ok”
* Say what the action/interview is going to say