

Copy Interpretation: Here's a Simple Exercise to Practice

“Copy” is the word we use for the script or scripts you will read as a voiceover talent. These are customarily provided by your client. But when you are just beginning to learn how to be a voiceover talent, you must develop the ability to look into any piece of copy and find the emotion that is most pleasing.

A voiceover talent must learn to interpret copy in a myriad of different ways. So, I've prepared a short piece of copy for you to practice with. The copy is only one sentence...eight words. But there are at least eight different ways to interpret this single sentence.

The exercise is this: Read the sentence and place emphasis on the FIRST word. Then, read it with the emphasis on the SECOND word. Continue until you have read it eight times, each time emphasizing the next word in the sentence.

I'm writing out each sentence for you, with the emphasized word in CAPS.

I did not say she stole the money.

I DID not say she stole the money.

I did NOT say she stole the money.

I did not SAY she stole the money.

I did not say SHE stole the money.

I did not say she STOLE the money.

I did not say she stole THE money.

I did not say she stole the MONEY.

Do you see how the meaning of the phrase changes completely based upon how you interpret it...how you read the copy?

Friends, EVERY piece of copy can be treated just like this eight-word sentence. Use this little exercise every time you read new copy. You'll find a depth of emotional interpretation within yourself that you might not have known existed.

And you'll become a much better voice talent in the process.

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