

"Enjoy the power and beauty of your youth"

Script titles for file naming -

Enjoy the power and beauty of your youth – file name will be – Enjoy

Example of proper file naming –

Jane Doe – Enjoy.mp3

Talent Specs:

Female, Age 30-60. An "Oprah" if you will. Not an "Ellen".
Slightly deeper voice, kind of godmotherly/motherly.

OR

Male, Age 30-55.

Range: Two directions

Younger (Apple - Think Different, John Corbett)

Older - I'd like to try a little bit more timber to the voice (eg Sam Elliot without the heavy southern drawl)

Read Direction:

This is as much about the read as the voice.

It's a speech or a long piece of prose, so I want a speaker that can deliver it with light and shade.

This is not an ad. It's a philosophy.

It shouldn't feel like a sell. It shouldn't feel like a lecture.

This is good advice from someone you trust. Someone accessible to anyone - women and men.

It's not frivolous or patronizing, but needs a lightness to it.

This isn't heavy advice either, but it should still command my attention.

This isn't a dad figure talking to you. It's a good friend or mentor. Someone that has my best interests in mind.

<http://www.youtube.com/watch?v=KT16DcHcjRA>

<http://www.youtube.com/watch?v=sTJ7AzBIJoI>

Copy

Enjoy the power and beauty of your youth;
Trust me, in 20 years you'll look back at photos of yourself
and recall in a way you can't grasp now how much possibility
lay before you and how fabulous you really looked...
You're not as fat as you Imagine.

Don't worry about the future.
The real troubles in your life are apt to be things that never crossed your worried mind.
The kind that blindsides you at 4pm on some idle Tuesday.
Get to know your parents, you never know when they'll be gone for good.

Be nice to your siblings;
They are the best link to your past and the people most likely to stick with you in the future.

Work hard to bridge the gaps in geography and lifestyle because the older you get, the more you
need the people you knew when you were young.