

**LinkedIn Student Engagement Campaign
Voice Over Casting Specs + Script
6/26/13**

Casting Specs for VO:
Men and Women, Ages 20 to 35, Ethnicity open.

Direction:

We're looking for the narrator of a video series that is meant to educate and entertain students (aged 18 to 22) as they learn the ropes of LinkedIn.

This script is the very first video of the series, which will be done in a very specific style: a quick editing pace and visuals that match what the narrator is saying in a see-say manner.

Overall, the read should be crisp and clear and have some personality.

The narrator should be friendly, approachable and a bit playful. Like an older sibling who has been there and done that and is dispensing some solid advice. The narrator should be down-to-earth and real, like a friend who is quickly getting you up to speed on something. Or someone you trust giving you a fun crash course on something new.

The narrator should NOT lecture the viewer, sound like a parent or boss, be a know-it-all, or sound snarky.

This is the full script for context, please read the first half or as much as you'd like to give us a feel for what you'd bring to it.

Thank you.

“Your Story Starts on LinkedIn”

:90

TITLE CARD: Your Story Starts on LinkedIn

VO: If you're watching this, chances are good you want to get a job.

VO: You want to go from student to rising star.

VO: And you want to avoid eating the same meal over and over and over again.

VO: Good News. You're in the right place.

VO: That's right. LinkedIn.

VO: It's not just for top executives. It's not just for people with heavy briefcases.

VO: It's for you.

VO: And it's the perfect place for you to start your professional story.

VO: Say you want to get a job in New York City.

VO: You've never been there before, but that's okay because you have LinkedIn on your side.

VO: You start by creating your profile. You give it TLC because you know it's what recruiters are searching for day and night. It's your resume that never sleeps. It's your flashing neon sign that says, "Hire Me! Hire Me! For the Love of All That is Good in This World, Hire Me!"

VO: Then you start making connections.

VO: Alumni working in New York? Yes.

VO: Recruiters at top companies in New York? Yes.

VO: Your mom's best friend's sister? Yes.

VO: You start imagining whose shoes you want to walk in.

VO: You think, wow this is a lot of deep stuff to consider.

VO: You shake yourself out of it and start searching for jobs.

VO: Whoa...that's a lot of jobs for students. Time to get down to business.

VO: You start to tailor your profile.

VO: You start applying.

VO: You feel empowered. In control. Brilliant. Like you should be CEO.

VO: That gives you an idea.

VO: You look up all the CEOs of all the companies you want to work at. You see one of them went to your university.

VO: Then it hits you. You see a clear path from campus to career.

VO: You feel like you can see the future. You wonder if you're psychic. Should you start a hot line? No, no. Back to plan A.

VO: You keep tailoring and connecting and applying.

VO: And before you know it, you start getting responses.

VO: First a few, then more. Then an interview.

VO: And, then the internship.

VO: And then the real learning begins.

SUPER: Your story starts here. LinkedIn.

