

Audio Narration & Voice Overs

DEVELOPMENT SERVICES

Chris Spencer @SeTs ry | © | March 5, 2025

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Audio Narrations

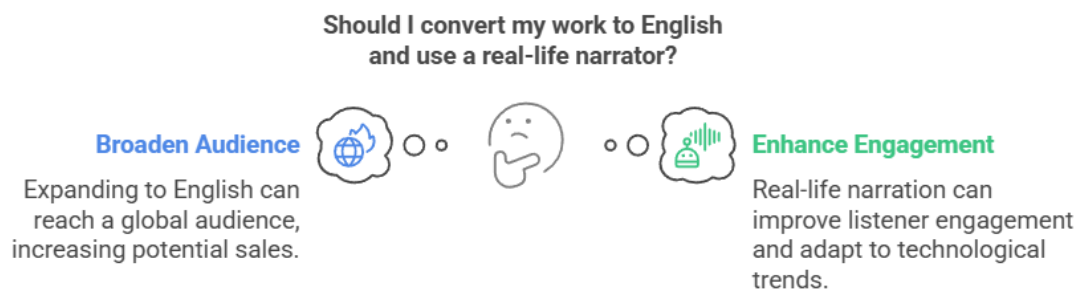
AN INDEPENDENT ALL IN ONE SERVICE

Narration, Voice Overs & Dubbing for Audio Books, Podcasts, Games, Films & Videos

1. Why you need a real-life narrator

Do you have a video game, Book/audio book, podcast or ePublication that is limited to readers of your local language?

Do you want to reach out to a wider, perhaps even global audience?



To maximise your sales potential, you need to get your work converted to English language for the broadest possible audience distribution and then narrated to take advantage of current reader trends and technological developments, from the use of smart phones to the incorporation of AI systems.

2. Benefits of producing an audio book

According to Grand View Research ([GVR](https://www.grandviewresearch.com)), The global audiobooks market size was estimated at USD 6.83 billion in 2023 and is expected to expand at a CAGR of 26.2% from 2024 to 2030.

3. Workflow & Effort Requirements

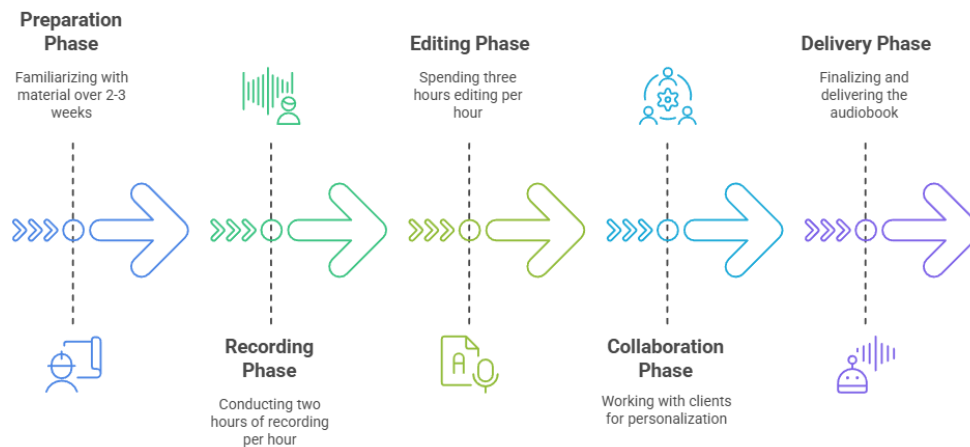
At SeTs Ryu we can even get the translations done for you, for example from Finnish to British (real) English. This also doubles up as the familiarisation time mentioned earlier, saving us both time and money. With a few interpretative tweaks here and there as needed, it will give a more appealing international and authentic tone to your work.

The next phase is then the rehearsals, reading and recording.

Once recorded on digital media and approved, it is ready for delivery to your chosen publisher.

We will support and collaborate with you in any way we can to ensure a successful publication. For example, we work close with partners who produce videos and films, including several films of their own, along with film & other festivals. Festivals, shows and audio screenings might be possible to arrange through these channels to support your marketing and distribution efforts.

Audiobook Production Workflow



What have you got to lose?

Just get in touch to discuss how we can work together and make your work go viral.

4. Venue Facilities & Local Amenities

Sound & Recording Studios

We use our own equipment and home studio for normal recording purposes, as these are cheaper and usually more than adequate unless you have some special needs that require a purpose-built sound studio.

The choice depends on a cost-benefit analysis, but the choice is yours.

5. The Narrator



Name: Chris Spencer

Role: SeTs ry Chairman and Chief Instructor/Coach/Teacher

Phone number: 010 579 6250

Email: sets.safe@gmail.com

NARRATOR QUALIFICATIONS & EXPERIENCE

I am an Englishman in Helsinki. A man of many hats, balded but unbowed! An authentic native English language speaker with a more neutral and educated (non)accent that is ideal for dubbing and voice overs of videos, games, audio books, films and Podcasts.

I have proven English language reading skills since early school days. Why would you settle for a broad and over-enhanced brash American or other accented inflections that grate on the nerves within a few minutes when you can have a natural English voice that speaks real English and is easy and pleasant to listen to?

As a youngster, I won school cup competitions for spoken English, which was a turn up for the books considering that as a non-religious person, the competition was decided on my reading of passages from the Bible!

Since then, I have become a versatile and creative academic teacher and sports coach with long experience in training and coaching children and adults in sports and activities ranging from racquetball sports such as squash to Parkour and self-defence clubs since 1987. I also have considerable experience as a security officer. All of these roles require an empowered and skilled use of the voice to gain the required effects on a variety of customer types in different situations.

More recent and direct experience includes voice overs for action games. I am quite used to making presentations on camera or live on stage with or, without a script and prompt screen. My business partner, being an ex-professional dancer and now film producer and presenter, actually likes to work this way and delights

in throwing everyone else into the deep end live on stage as well. One such occasion was at the Norway Action Film Festival (NAFF), where I gave a presentation on self-defence and combat scenes depicted in films from an educationalist's perspective ([view video >>](#)).

This work experience is unparalleled in the training and conditioning the use of the voice. This broad work-life experience also serves to enhance the understanding and visualization needed for an affective verbal delivery. There is no need for 'ACTING as if' when you already have the real-life experience.

Chris Spencer's Qualifications and Experience



Professional Qualifications

Authorised Personal Trainer ([APT](#)), Parkour Instructor (VOK1), Self-defence Instructor since 1987 @[Lii-Kan Jitsu](#), Certified Protection Officer (CPO/IFPO), Neuro-linguistic programming (NLP), T.E.F.L. English Language Teaching Certificate, Qualified Higher-Education Teacher/Lecturer (IPTE) @HAMK (Security & Risk Management)

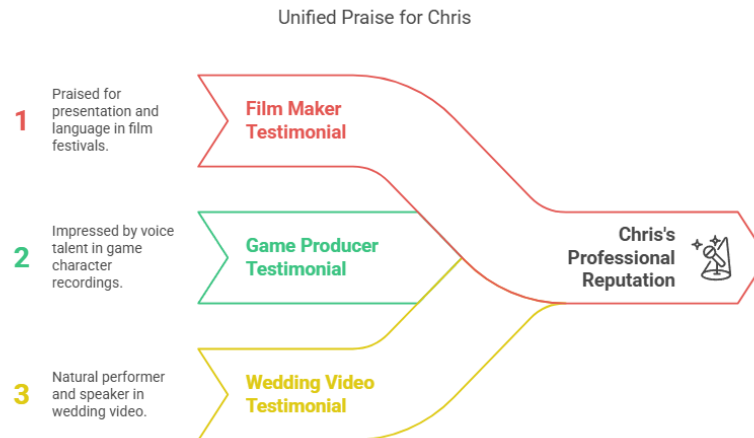
- M.Sc. Security & Risk Management @University of Leicester
- B.A. Business Studies and Financial Modelling, @Plymouth University

Main Work Experience

Systems support specialist, IT project management, Personal Trainer (Live & [Online](#) coaching), Dynamic Physical Education [Sports & Exercise Lessons for schools](#), Parkour Instruction (highlight videos: [2021](#) & [2022](#)), [Self-defence coaching](#) & Club management since 1987, training since 1982), [public demos](#) and workshops for schools ([Suomi 100 demo](#), Vantaan Liikuva koulu päivät in 2014, [2015](#) & [2022](#)), Higher-education teacher/lecturer in Security & Risk Management, English Teaching, security screening & supervision (doorman etc.), Security Guard (Vartija ja kaupan vahtimestari),

You can find some references for these on our website.

TESTIMONIALS



Riccardo Carranza

Independent Film Maker, Festival Organizer & Event Manager

“As a film-maker and festival organiser, I have worked with Chris a great deal in many capacities over the last few years, from start-up development to hosting and presenting at film festivals. Besides his other talents and expertise, his personal presentation and beautiful spoken English language have always been a feature I like and believe to be especially well suited for films, videos and audio books.”

Sami Hakala

Game Producer & Company Director

“As a long-time student and friend of Chris's I had a feeling he would be good on sound and video recordings. I invited and employed him on a game project doing voice overs for one of the characters. His spoken voice was surpassed only by his 'screaming' impersonation of a man being burnt alive!”

Mariona Sabather

“Chris was the best man at my wedding. He was asked to warm-up and prompt the bridegroom for our wedding video, being filmed professionally. Everyone agreed, he is a natural who sounds as good as he looked and performed on camera.”

6. Royalties, Fees & Costs

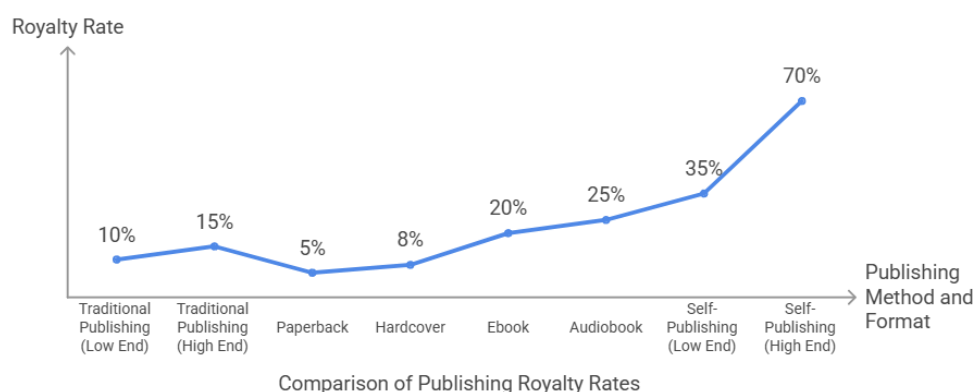
PAY GRADES IN VOICE OVER WORK FOR AUDIOBOOK NARRATORS

The general pay scale for freelancers in audiobook narration voice over work follows a progressive path, aligning with experience level.

Factors include the length and complexity of the audiobook, quality & tone requirements, storylines or technical jargon may require additional research and preparation. The demand for specific narrators, genres, or styles of narration can also influence the payment rates.

Info source: voices.com

PUBLISHING OPTIONS AND RATES



TRADITIONAL PUBLISHING

If you are using a traditional publisher, publishing royalties are around 10 to 15%. However, there's no guarantee you'll ever get published.

SELF-PUBLISHING

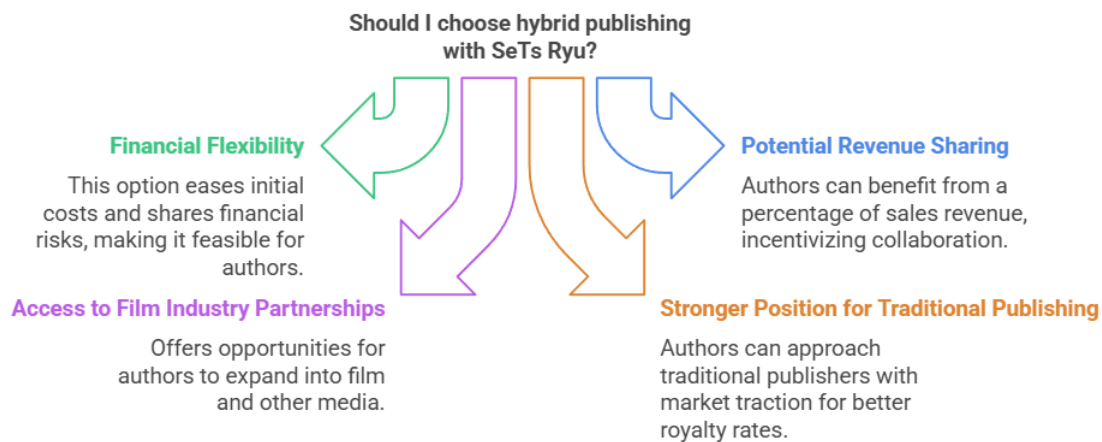
Self-publishing royalties go anywhere from 35 to 70%. Royalty rate refers to the percentage for every book sold, based on the retail price. Self-publishing may require personal funding, as you take care of the entire publishing process, and does not normally include an advance. This is where SeTs Ryu and its partners can be of help by providing an alternative hybrid publishing scheme that does not take the lion's share of the proceeds from your work.

Self-publishing takes place on an online platform. Royalty rates vary from 35 to 70% depending on the platform and the book value/retail price.

Things to consider when self-publishing are distribution strategy, marketing plan and in-going promotions.

HYBRID PUBLISHING

SeTs Ryu is an independent education provider, developer and content creator that employs the narrator on the client's behalf, and therefore pays their wages based on the afore mentioned rates, not the client. The wage rates agreed between SeTs Ryu and the narrator may differ from those quoted in industry reports from America. SeTs Ryu is based in Europe, so business rates will necessarily be higher. SeTs hourly contract work rate starts at 40€ / hour, depending on the service being provided.



A major start-up hurdle for most authors is paying these costs up front before the book is even ready for sale, let alone made any sales revenue. This is why we try to keep the initial work rates as low as possible, bearing in mind that we still be able to pay our bills too, and then take a small, negotiated percentage of the sales revenue.

SeTs works closely with partners in the Independent Film Industry who provide online and mobile rating and publication (streaming) systems, organise and manage festivals and other events around the world in support of independent artists, authors and filmmakers. In collaboration with these organizations, we can provide a streaming publishing platform and promotion through organised festivals and events such as recitals etc. We can also assist you with gaining additional income that can be earned through these mediums by adding various article, discussion channels and recital/speaking opportunities as published authors usually to other writers, literary agents, and publishers in the industry, merchandising and perhaps even expanding into book-based films with one of the independent film makers affiliated with us. If this is not enough then, depending on the agreement made, and already having gained market traction you can still approach a traditional publisher, but from a stronger position to get better Royalty rates.

In this way we retain our incentive to perform at our best throughout the project and help you at every stage of the way. This will also easing the client's initial financial burden in order to make the project feasible. By sharing some of the profits and risks we hope this will result in a win-win situation for both of us.

EXPENSES

The rates mentioned are based on home studio productions. In the event that we need to hire any specialized equipment or facilities or, incur any extraordinary expenses such as travel and accommodation for meetings or promotional events, these expenses need to be covered by the client.

Fortunately, most work of this nature can be managed by phone or internet using a computer and video meetings, so extra expenses of this kind can normally be avoided.

7. PUBLISHING OPTIONS, REQUIREMENTS & TERMS

HYBRID PUBLISHING (SETS & PARTNERS)

RIGHTS: You keep all the rights.

DECISION: You make all the decisions, from creative directions to promotional tactics in collaboration with SeTs and partners in accordance with agreed exclusivity & other rights..

TIMING: Your book can be on the shelves within months. You decide when you want to publish.

ROYALTIES: Get anywhere from 60 to 90%, depending on the contract agreement, in perpetuity. I.e. royalties are paid as long as your book continues to be purchased.

EXCLUSIVITY AND RIGHTS

Exclusivity and other rights are negotiable depending on your product and the required services we can offer to meet your needs. Some cases just need to gain traction and hence use SeTs & its partners as a stepping stone to bigger deals. Other cases may require us to have exclusive production and distribution rights, for example when we are taking a minimal percentage of sales revenue to help an Independent Author that we believe has good potential sales.

About SeTs Ryu

SeTs Ryu is...

“Breaking down the silo’s and bridging the gaps between knowledge systems, people and cultures. Collaboration without tears, learning without frontiers. It’s Mind SeTs!”

At SeTs Ryu, we love helping businesses and educational institutions unlock the full potential of co-creation. Our experienced educators can collaborate with you to:

- Plan and develop engaging and effective online and offline courses.
- Create high-quality course content, including videos, interactive exercises, and assessments.
- Facilitate collaborative learning experiences that foster innovation and creativity.
- Measure and evaluate learning outcomes to ensure continuous improvement.

If you need more of a Co-Pilot than a Co-Creator, you can further empower your team with SeTs Ryu's workshop facilitation services and achieve further productivity in your projects through improved collaboration processes.

Either way, by partnering with SeTs Ryu, you can elevate your educational offerings, enhance learner engagement, and achieve your business goals.

SeTs Ryu: Your Partner in Co-Creation

