

Rick Lance, The Voice of Americana

Serving the basic industries that keep America moving!

Rick Lance has been a veteran working voice talent since 1993. Transitioning from singing demos and personal projects in Nashville's music business to voicing hundreds of commercials, then promos, narration, character voices and more. He even had two #1 hits in the secondary country radio market. While also running a successful commercial photography studio in Nashville, he was working on-camera, in the theatre and training in acting workshops.

His vocal style can truly be described as Americana, the voice of the heartland. He is currently the promo voice of Championship Bull Riding on GACTV, the voice of Life Care Centers of America, GlowShift Auto Gauges and several hometown banks across the US. He's currently narrating two hunting/outdoor sports programs on the Outdoor Channel & Sportsman Channel and has voiced over 20 museum documentary style audio/video tours across the USA. As well as, many Explainer videos for the web.

His clients include, Jiffy Lube, Harley Davidson, Toyota, Nascar, John Deere, Monsanto, Coca Cola, Sony Entertainment, Cabela's, Sears, Smith & Wesson Firearms, US Army and more. A partial client list is available on his website: www.ricklancestudio.com

Rick has become an effective, persuasive voice for the industries of construction, manufacturing, energy production, trucking, agriculture/equine, outdoor sports, travel, community banking, finance and health care. As well as a colorful voice for film, television, museum and corporate documentary narration.

His combined background of music, acting, photography and a stint overseas in the US Navy have shaped him into a well-seasoned voice actor.

He works mainly from his custom built, broadcast quality home studio on his horse ranch near Nashville, Tennessee.

