

loud & clear!

VOICE COACHING

YOUR VOICE & THE ELEVATOR PITCH

by Priscilla Morris

How to start

SMILE (because it makes you sound friendly)
FOCUS (eye-contact is important)
CONTROL (you won't be taken seriously if you rush)

Essentials

VOLUME (sufficient)
CLARITY (shows you are making an effort)
SPOKEN ENGLISH (simple language - don't use BUZZ WORDS)
KEEP BODY RELAXED (don't fidget)

Format

Think of it as a FILM TRAILER
INTRODUCTION (Don't apologise for your business - highlight it)
SAY SOMETHING MEMORABLE (A story, what's in it for the audience?)
SIGN OFF CONFIDENTLY
VARY CONTENT EVERY TIME

Key Vocal Indicators

BREATHE TO PRODUCE POWER
MOVE YOUR TONGUE STRONGLY
OPEN YOUR MOUTH (to let out the sound)
MOVE YOUR VOICE AROUND TO SOUND INTERESTING
DON'T READ AS YOU LOSE SPONTANEITY AND CONTACT WITH YOUR AUDIENCE

Finally

BELIEVE IT!
BE YOURSELF
ENJOY COMMUNICATING

& GOOD LUCK!

(P.S. Don't forget to PRACTICE!)