

# **7** Powerful Secrets That Will Make Your Audience Sit Up And Listen

by Voice Power Specialist  
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## **Welcome And Thank You For Downloading This Free e-Report!**

As the Society for NLP's Trainer of Sound Communication, with many years of helping people like you to find their voice, I thought I would give you some helpful tips on how to get more out of your voice.

But before I do, I thought I would tell you some of the great reasons why learning how to use your voice with greater expressiveness and flexibility, with more control and with complete confidence, clear of any fears that might once have held you back, will make such a difference in your life.

### **What Holds You Back As A Masterful Communicator?**

Many people find that they do not use their voice as effectively and freely as they would like. From the timid and wavering speaker petrified by the audience before them to the confident speaker who loses their audience and doesn't really know why; from the speaker with poor tonality, to the garbled and breathless talker - and many more examples besides - people come to me wanting to increase their confidence, expressiveness and learn the power that will really make their audiences listen. And it makes a massive difference in their lives... *After all, wouldn't it be great to have people hanging on every word you speak, delighted, amazed, dazzled and fascinated by what you have to say?*

Some people seem to have a "natural skill" in just being heard. And while it is true that there are those who have grown up and learned either consciously or unconsciously what really works with the spoken word, there are plenty more who simply need some straightforward guidance and coaching with their voice.

Let's face it, the voice is vital in everyday life. In fact, in the modern business world with Skype, video blogs, podcasts, presentations, seminars, phone calls and good old-fashioned face-to-face chats, the need to be able to speak well and command your audience is greater than ever. The ability to just stand up, say clearly and interestingly what you want to say in front of a roomful of people, a microphone or a camera is the power that will swing deals, win friends, please clients and influence people.

In the personal world, the ability to talk interestingly is also extremely important. Tonality is a key to getting the best out of people, as can be observed the most clearly when you are talking with children. Kids respond to tones of command and tones of humour, to whacky tones and to serious tones in a really noticeable way - and very often just changing your tone of voice will get your kids to do what you want them to do. How many times have you seen an adult using a pleading tone on their child who is reluctant to do something, rather than a no-nonsense but friendly matter-of-fact tone? Conversely, how often have you seen a kid's shoulders drop and head bow when hearing a hectoring, bullying voice coming from an adult? It's often not that the adult chooses these tones on purpose to get those unwanted responses, it's that they don't know how to get different responses from the kids by speaking in a different tone. They aren't in control of their voice.

This emotional response to tone, which is so noticeable on kids, is carried into adulthood by all of us. There will be people you know who as soon as they open their mouths get a strong positive or negative reaction from people in the room. They don't have to say anything important, and yet they still get a strong emotional response. From the bright "sing-song" voice of the optimist who seems to brighten up the day of all those around him, to the dull and downward-inflecting tone of the pessimist who makes many people feel dragged down, everyone communicates more than the words they are speaking via the medium of their voice.

## **Words Are A Tiny Part of What You Communicate**

A study by Professor Albert Mehrabi showed that when talking about feelings and attitudes, the words you use carry a comparatively small part of the message you put across compared to the tonality you use and how you hold your body. In percentage terms, the words you actually use account for about 7 percent of the overall message you convey to someone, while the tonality you use carries much more of the message, at a staggering 38 percent, while body language makes up the final 55 percent of the message's meaning.

Think about that. If you have ever been in a situation in which you have said something and haven't had the expected response, then of course it's possible that the person you were speaking was

being "difficult" on purpose. But that's only one way to look at the response they gave you - *and the problem with thinking about things in that way is that it takes all the power out of your hands!* It also might be that if you had changed the way you communicated, you would have got the result you wanted.

For example, a friend of mine once told me how he had often had to go to a bazaar in the Middle East as part of his job. Surrounded by salesmen pushing their wares on to him, he had been "very English" about saying "no" to them. He had smiled, shaken his head mildly and apologetically said "No thanks". The salesmen had persisted, and he hated going anywhere near the place, even though he had to. But one day he had to go there when he was in a very bad mood. When the salesmen came near he strongly and clearly said "No!", while giving them very strong body language. He was amazed to find that the salesmen backed off very quickly. He had started to find the power in his own voice, not from *what* he said, but *how* he said it.

## **Public Speaking - The Art of Liberation**

The issues that I have mentioned above - experimenting with your body language and your tonality - require that you have the confidence to put yourself "out there" in the first place.

Over my many years of study of people and their voices, and throughout the many different trainings and mentoring sessions I have delivered, I have dealt with many, many different challenges to help people find the power in their voice. I am always happy to help people with specific problems to overcome their personal difficulties.

One of the most common of those difficulties is the one that really holds so many people back. That problem is the fear of public speaking.

It sounds obvious, but in order to be able to get to that place where you are standing in front of others and delivering that amazing, scintillating and utterly compelling talk, you need to be comfortable - and yes, enthusiastic - about the idea of public speaking in the first place.

Yet, for a surprisingly high number of clients I have helped to become excellent public speakers, this is the very first hurdle they had to overcome.

For many, the very thought of addressing a large, or even a small group strikes fear into their hearts. It is a surprisingly common problem. In fact, the fear of public speaking is probably the most common phobia in the Western world, way above fears that might be considered more "rational", such as the fear of spiders or the fear of snakes or of heights.

Thankfully, my trainings also teach people to overcome their fears and free themselves to take control of their lives. With the correct training and the right techniques at your disposal, any fears you once had can melt away, leaving you to take charge of your life again. The amount of people who have been held back in business contexts by their inability to address a board, a panel of prospective clients or a room full of interested colleagues is huge - and in every case I have been able to help them master themselves and discover that, beyond the fear, there is great delight to be had in the fun of public speaking.

And it's not only in a business context that this is true. Fathers of the bride, best men, people wanting to deliver birthday speeches have all been freed to enjoy the delight of playing to an audience, thanks to the techniques I have taught them. And many, after they have overcome their fear, tell me how they simply can't understand what the fuss was about before, when they imagined that a great calamity was going to occur the moment they opened their mouths to speak!

I do this work by exploring with my trainees and clients exactly how they "do" their fear. Because, if it is true that one person can stand in a room and scare the living daylights out of themselves at the thought of talking to a group of people, while the person standing next to them relishes the thought of getting up there and entertaining the audience for a few minutes, then the only thing that is different between those two people is what they are doing in their heads. It's my job to find out what the phobic or frightened speaker is doing, and teach them how to change it.

What's great about the NLP approach I use is that it isn't about getting people to do things that they don't want to do, and suppress their feelings. What my work is about is education. Together, we train the brain to respond differently to things that once caused fear. It is one of the great pleasures

of my working life to see my trainees and clients learn the art of liberation. To be freed from fear to pursue whatever it is that you want to go for is a fantastic experience. There will come a time when public speaking is something you don't think twice about. The pleasure I have from watching this change in my clients is massive for me, and is one of the many facets of my job that makes it so truly and deeply satisfying.

## Your Training

Before I give you my **7 Voice Power Secrets That Will Make Your Audience Sit Up And Listen**, below, I thought I would add a final note about what you will get from training with me. My trainings are not aimed at making you sound like a formal orator. My goal is to help you use your voice in ways that combine with the 'whole you' to make you a thoroughly effective speaker. The responses that you get are responses to the ways in which you communicate your message - and if you change the way you say the same thing, you will get a different response.

Now For Those **7 Voice Power Secrets** that will help increase your effectiveness when you speak, whether you are in a formal setting, for example, delivering a presentation at work, or an informal one, for example, at home with your family.

Once you've read these secrets, be sure to book on to the trainings I run at NLP Life Training. You can become a far more powerful, easy and flexible communicator than you imagine. My Voicepower course will teach you so much more, and show you how to really enact and utilise the many skills you will learn to become a truly powerful and effective communicator.

[\*\*Click Here for More Information!\*\*](#)

# SEVEN VOICE POWER SECRETS THAT WILL MAKE YOUR AUDIENCE SIT UP AND LISTEN

## **Secret 1: Your voice is a part of your body.**

The state of your body is audible in your voice. You *know* when you hear someone who sounds stressed! So having your body strong and relaxed will help to make your voice sound strong and relaxed. Your shoulders have a most direct effect on your voice so it makes sense to relax your shoulders.

- Shrug your shoulders right up to your ears and drop them back down 3 times.
- Give your own shoulders a good rub to get the blood circulating
- Push your shoulders down as far as you can and then relax them back up.

## **Secret 2: Your voice conveys how you feel about what you are saying.**

Your state of mind is audible in your voice. So before you talk at a presentation, meeting or client session it is very productive to know what you want your listeners to feel like as you talk to them and be in that state of mind yourself. It is also useful even in informal settings. For example, if you want your listeners to get excited about what you are saying then you will need to feel excited about it too. That way, it makes it easy for your voice to convey the state you want your listeners to catch!

## **Secret 3: The key to an effective voice is for it to be appropriately varied.**

Monotone delivery is soooo boring. So stretch your pitch range by spending just one minute voicing a siren. Start at your lowest note and slide your voice right up to your highest note. Then slide right back down again. Do this 3 or 4 times every morning and evening for just 3 days and notice the difference in your delivery

#### **Secret 4: Find out how you are coming across by getting feedback.**

You can't hear your own voice on the inside the way it sounds on the outside. And the people who are closest to you are used to the way you sound. Choose someone who is not amongst your family and closest friends, for example a colleague at work, and ask them to tell you how loud you can speak before it becomes 'too' loud. And just as important, if not more so, test out how quietly you can speak before they have to strain to hear you. Some people get asked over and over again to repeat themselves but never stop to think that perhaps they need to turn up the volume!

#### **Secret 5: Tone Up!**

Make sure that your mouth muscles are toned up so your enunciation is clear and distinct. You can download some tongue twisters from the internet if you really want a work out for your mouth muscles. Just 3 minutes mouth exercise a day is enough to make a big difference. Try saying the following tongue twister 5 times as quickly and precisely as you can:

*"The man's back brake block broke"*

Just like going to a gym to keep your body flexible and strong, it is good to exercise the muscles in your mouth in order for them to be strong and flexible too. Additionally, when you speak, the amount you actually use the muscles in your mouth will determine how clear, distinct and impactful you sound. After doing the tongue twister above for 3 minutes, could you feel that you had done a mouth 'work-out'?



## **Secret 6: Be brave about pausing**

Pauses are a very powerful part of being a great speaker. Being able to pause whilst at the same time holding the attention of your listener or listeners is something all great speakers can do. But don't do it too much! If you keep pausing for long periods it will lose impact. Save your longest pauses for the times when you want someone to really consider what you have just said. A pause will always add weight to what you just said.

## **Secret 7: Keep your attention on your listeners**

If you are paying attention to your listeners' responses as you talk to them, you will be able to adjust the way you are speaking to keep their attention more engaged and pull them with you. If you are talking to yourself inside while you are talking to them, you may not notice the effect you are having on them. There is nothing worse than someone talking on and on regardless of your responses. So be attentive and responsive, even from a stage.

### **Endnote...**

Thanks for reading this free e-report. Remember, you can learn so many more skills from me and really learn how to put them into action at my Voicepower class with NLP Life Training.

[Click here now](#) to book on to my course and give yourself a more communicative and powerful future than you ever thought possible!



Thanks for reading.

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