

Give Your Brand a Powerful Voice

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • October 20, 2010 • [Printer-friendly](#)



3 Ways to Pump Up the Volume When Speaking to Your Target Audience

All of the us know about the value of professional presence. We want to look and dress the part every day in order to keep our brands strong and thriving. But, have you ever sat down and thought about how you **SOUND**? Does your voice hold a candle to your professional appearance?

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



Certain attributes, like...

- **Mumbling**
- **Whispering**
- **Speed talking**
- **A shrill or nasal-sounding voice**
- **Unusual speech patterns**
- **A weird laugh**

... can impair the power of your voice! What's more, they can take away from a voice's **tone, pitch, and pace** - all of which count for up to **20% of a speech's effectiveness**.

Develop a voice of confidence!

Learn how to modulate your voice to make what you say sound more interesting. Here are three ways to get started.

1. LISTEN to yourself.

Real aloud to a tape recorder and play it back. How did you sound? If you think you were great, then consider sharing it with friends and colleagues who will give you thoughtful, honest advice on how to improve.

2. Evaluate yourself as a STORYTELLER.

Record yourself in a short conversation with a friend. Listen for ums, ers, and other hesitations. Also, listen for word tics and words that you overuse. Does enthusiasm come across in your voice?

3. Speak with a SMILE.

Believe it or not, when you smile when you answer the phone, your smile will glow right through the lines. If you're smiling, you'll sound as if you couldn't be more delighted to be speaking to the other person. An up-beat, happy voice communicates confidence, personal comfort, and a positive outlook.

You may not be able to carry a tune, but you can learn how to give yourself a **POWERFUL VOICE**. Even just simple, small adjustments in your usual speech can have a profound effect on your presentation.

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