

Your Voice In Business

For professionals in the spotlight...and those striving to be!

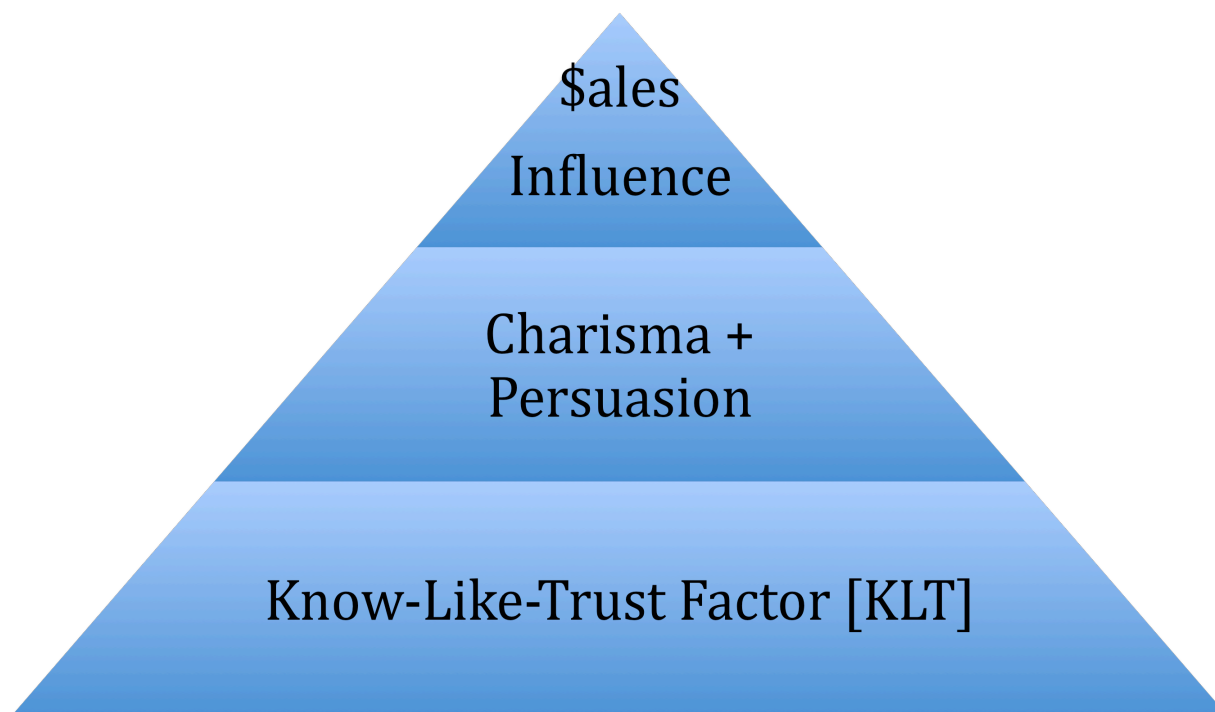
Laura Kessler, M.M., C.P.C.
Professional Speech & Performance Coaching
Master Vocal Communication Strategist
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Developing Vocal Presence: Increase Your Charisma, Sales & Persuasion

Ready2Go Marketing Solutions / Teleseminar Of The Month Club

March 5, 2013

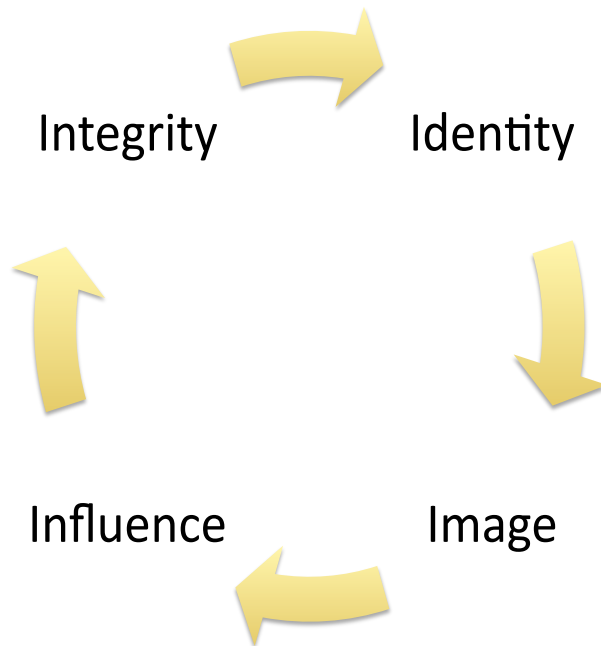
THE CSP FORMULA



THE FOUR I'S OF PRESENCE & PERSUASION:

1. **INTEGRITY** – Listening to, caring and honoring your authentic self.
2. **IDENTITY** – Who you are on the inside.
3. **IMAGE** – What you portray on the outside.
4. **INFLUENCE** – How you manifest your message and potential.

THE FOUR I'S:



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The “ACE” Formula for Charisma:

A _____

C _____

E _____

The 3 Types of Audiences:

1 _____

2 _____

3 _____

5 Secrets of Sizzling Sound Bites:

1 - Negativity _____

2 – Cool Metaphors _____

3 - Provocative _____

4 - Empathy _____

5 – Call to Action _____

Recipe for Star Power:

S - Stand _____

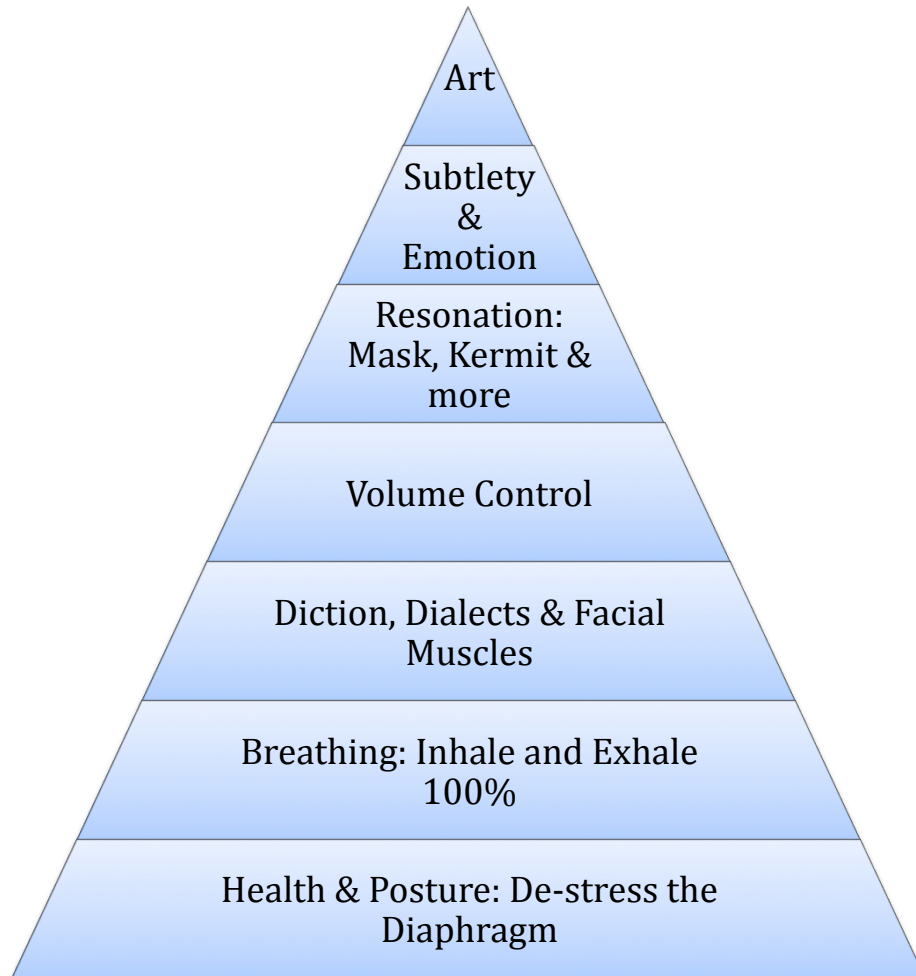
T - Talk _____

A - Audio _____

R - Relate _____

7 Stages of Vocal Development

by Laura Kessler | www.YourVoiceInBusiness.com



Vocal Health Quick Tips

GOOD FOR VOCAL HEALTH: Water, sleep, vocal rest, vitamins, cardio and abdominal exercise, sirens, certain teas/cough drops, a comfortable healthy uninhibited attitude for creative expression

BAD FOR VOCAL HEALTH: Smoking, caffeine, alcohol, stress, screaming, speaking gutturally

THERAPY/REHABILITATION TIPS: <http://www.yourvoiceinbusiness.com/newsletter/>
How to Save Your Voice When the Show Must Go On: Vocal Therapy Tips for Speakers and Performers

BEGINNING VOCAL PRACTICE ROUTINE

by Laura Kessler, M.M., CPC

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www.EntertainmentCareerCoaching.com | www.YourVoiceInBusiness.com

GENTLE BODY WARM-UP (Level I):

Space walk *(loosen up.....release tension.....visualize pyramid)*

Shoulder rolls, neck rolls, spinal twists, back bends to loosen

Diaphragmatic Breathing 4-2-4....6-3-6.....up to 12-6-12 *(with good posture)*

Slow Leak Hiss *(no more than 2-3 at a time --- and never while driving!)*

DICTION EXERCISES FOR SPEAKERS, BROADCASTERS, ACTORS & SINGERS:

Go slowly and exaggerate the consonants and endings of each word.....use more of your facial muscles than normal

Always **Exaggerate** the **Ending** of Each **Word**!

PUTIKA BUDIGA *(air consonants vs. voice consonants)*

Red Leather, Yellow Leather *(wide, open mouth)*

Unique New York, Unique New York
You know you need Unique New York
(accent on the k's and n's very clearly.....slowly at first then faster)

Many Mumbling Mice Are Making Merry Music In The Moonlight. Mighty Nice.
(vibrate the M's in the beginning)

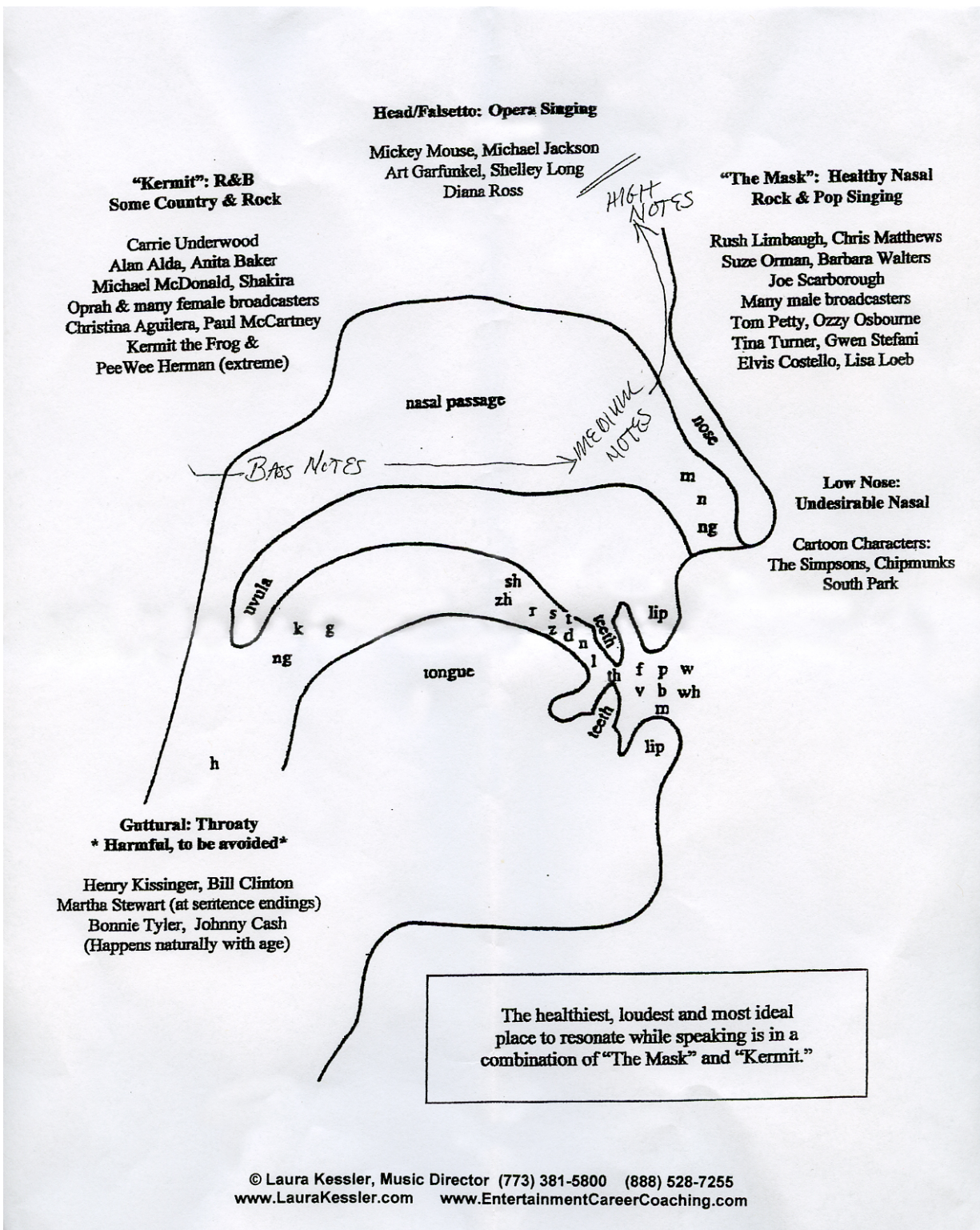
The Lips, The Teeth, The Tip of the Tongue *(clean, crisp, ending consonants)*

Young Girls, They Call Them the Diamond Dogs *(clean juncture between g-G and d-D)*

Rabbits Run Rapidly in Red Rain *(strong lip tension, not touching teeth)*

Little Laura Lives in the Land of Lithuania *(British – bite the tongue on the L's)*

WHAT IS YOUR VOICE SAYING ABOUT YOU???



SPECIAL GIFT FOR KIM CLAUSEN'S TOMC ATTENDEES:

Free 15 minute Voice and Speech Analysis: Pitch, Diction, Image & Body Language

Select at least one area you would like assessed and Laura will provide you with a personal Quick Tips Summary:

- General communication skills & stage presence
- Vocal hoarseness (Do you get sore throats from speaking a full day?)
- Pitch modification (Do you speak too high, too low, monotone?)
- Accent reduction (Reduce, eliminate, or full-assimilate)
- Stage fright /physical issues (Is your nervous system working with you or against you?)
- Professional Image (Do you need to sound and appear more "executive?" Older? Younger? Louder/softer? More confident?)

Optional:

- Have a speaking role model in mind (TV anchor, celebrity, politician, etc, anyone we both know)
- Laura teaches dead-on impersonations to actors and comedians, so this is another fun way to do the same work many people enjoy!

If you would like a complimentary Quick Tips Speech & Image Analysis, please contact Laura Kessler at (773) 381-5800 or email: laura@yourvoiceinbusiness.com.