



Section 3 - Secrets of Professional Presenters - Vocal Expression

Transcript

Once your body is starting to reflect your inner state more accurately, it's time to add your voice. On camera your voice can be an incredible tool for communicating or it can hold back your effectiveness...like almost nothing else.

That's because emotion is expressed in your voice even more than in your body. Fortunately, a little conscious awareness of your voice will give you all kinds of presentation power. Let's look at three parts of your voice that you can get instant control over:

Volume, pace and pauses. Seriously. These three are the secret keys that unlock your god-given ability to express yourself fully. In fact, if you got really, really good at all three, you could probably just read the phone book, if you could find one, and people would watch your video all the way through, but let's move on.

It's not how loud you talk. It's how you vary your volume. Think of your volume control as being connected to your excitement meter. The more excited you are, the louder you'll want to speak, but sometimes the way to get more attention is to do the opposite of what people expect. So if you're super excited about an idea you're sharing, consider trying to hold back your enthusiasm. This is how smart actors get to those emotional places that end up with them bringing home little gold statues.

If I was really excited about a client winning a million dollar contract I coached him through, I would be awfully tempted to shout out loud. But that's not my style. I might say something like, "I have to tell you something pretty wonderful. A client I've been coaching the last couple of months just landed a million dollar contract. I'm so proud of him."

This also tends to draw your audience toward you and add excitement to what you're sharing. Now, there are more aspects to volume than just loud or soft. There's also up and down pitch. Elsewhere in this section, there is a pdf on how to use diacritical markups in your scripts to emphasize words and phrases in different ways. This clears out simple but persistent problems like up-talking where every sentence sounds like a question? When you hear someone do that over and over again, don't you just wanna click awaaaay?

Well, fortunately you can literally mark up a script so that you speak the sentence with an ending that sounds like the final word. This alone will add a ton of authority to your voice.

We naturally speak at a certain rate of speed and usually don't even notice it. So another way to add interest is to become conscious of this rate and vary it. We also speak individual words at a certain rate. Varying this can also make a huge difference in how you're perceived. If you reeeeeeally want people to take notice, just drag out the paccce at which you say certain words. Thhhhhat kind of variation will keep the interest high.

Sorry. I was exaggerating slightly to make a point. Let yourself speed up when you're excited and slow down when you want to make... an important... point.

Pacing. A very, very powerful tool in your arsenal.

I'll tell you a secret. Some YouTube stars rely on this technique alone. See how simple this is? That's it for pace. The next one is really intriguing.

This reminds me about how big doors can swing on little hinges. I want you to remember that everything we do on camera, just as everything we do in marketing our businesses, is to inspire people to move toward us of their own accord. It's not to reach out and grab them by the collar and shout at them to pay attention.

One of the simplest possible ways of resetting people's attention is to use a pause. Of course you can't take constant huge pauses on camera or the energy just dies. What you can do is take several small strategic pauses... before major points.

For example, if you're teaching me how to make an omelet, before you tell me the single most important ingredient take a small pause before you tell me... paprika. The pause draws your audience in closer much like lowering your voice does. The pause is used mostly to raise the curiosity level. It can also be used to let people in on your thinking process. For instance, sometimes pauses are involuntary because you just stop talking in the moment you're attempting to find the right words or...uh... you're holding back an emotion.

The pause is going to be one of your best friends in showing vulnerability, amping up curiosity and connecting with your audience. Remember whether you're varying the volume, rate or adding pauses, everything must be motivated by something real. You should never throw in an effect just to throw it in. But as you practice your script out loud, look for logical places to add these intriguing and powerful effects. Your audience will appreciate it, and it will keep you far more engaged in your owwwww communication and make it more fun. Start practicing these today, inside your Role of course. And by tomorrow, your videos will have a little touch of magic.