Eloquence

Workbook

Convince With Your Voice

With: Jason Teteak

Rule The Room™ Public Speaking

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Eloquence

Convince With Your Voice

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Eloquence

When you stop to think about our in person (face-to-face) communications, you become aware that tone of voice and word choice are indeed important elements to consider. When your audience can't see you (think webinars and phone calls) these aspects truly become game changing elements to consider for successful communication.

Did you know that 38% of "in-person communication comes from your tone of voice? It goes up to 82% when your audience can't see you (think webinars and phone calls). You'll actually *hear* how to use your volume, pace and inflections to get your audience to be completely engaged with a recipe to analyze and maximize your tone of voice.

In this program, you will learn how to analyze and maximize the tone of your voice and word selection by uncovering how the two inter-play for successful communications when you are not face to face. If you want to engage listeners even when they can't see you, this program is for you.

How Is *Eloquence* Different?

I am an adult learning specialist that can deliver a fast paced results-oriented training program. I approach everything from the perspective of both a presenter and an audience member to help you learn by modeling everything I suggest you do. Presentations and public speaking is at the core of what I do so I have spent a lot of time on it. For that reason, this program has become the go-to curriculum for companies and institutions nationwide.

I have has spent over fifteen years researching presenters. I have observed over ten thousand hours of presentations and have taking over two-hundred thousand pages of feedback that I have personally delivered to thousands of presenters. Eloquence offers specific tools and practical guidance, not theoretical fluff.

By the End of This Program, You Will Be Able to…

- ✓ Choose Your Words Wisely
- ✓ Eliminate Filler Words or Phrases that Lose Focus
- ✓ Use the Power of the Pause
- ✓ Remove Fillers at the Beginning of Sentences

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- ✓ Remove Fillers in the Middle of Sentences
- ✓ Remove Multiple Fillers Strung Together
- ✓ Remove Words that Imply Deception
- ✓ Use Qualifiers
- ✓ Find Alternatives to Negative and Controlling Words
- ✓ Use the Power of the Pause
- ✓ Give Advice in a Positive Manner
- ✓ Eliminate “You Should”
- ✓ Use Confident Language
- ✓ Avoid Terms of Uncertainty
- ✓ Use Words that Show Conviction
- ✓ Apologize Rather than Say You’re Sorry
- ✓ Use Directionals to Establish Leadership
- ✓ Master Your Tone of Voice
- ✓ Find your Natural Tone
- ✓ Find your Natural Volume
- ✓ Find your Natural Pace
- ✓ Eliminate Upspeak
- ✓ Practice Your Inflections
- ✓ Practice Varying Your Volume
- ✓ Use the Power of the Pause
- ✓ Practice Perfecting Your Pace

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The Program

You're about to learn how to convince with your voice. You're going to discover exactly how to engage listeners even when they can't see you with select tools to analyze and maximize your tone of your voice and word selection.

Make a clear picture in your mind of what you want to get out of this program. Even though you don't know exactly what you're going to learn, you have an idea of what you came here to get. Take a minute right now, and think about why you're listening to me right now…what led you to this point…and make a picture of exactly what you want to get out of this program.

The Top 3 List…

Take two minutes and write down the top 3 things you want to get out of this program. Put a star next to the one that is THE most important to you.

1.

2.

3.

Focus on getting your outcome as we work together, learning how to convince with your voice

The first part of this program is about you. I'm going to talk about a lot of things that make you think and challenge your assumptions and current paradigm. You might be thinking: "How is he going to help me convince with my voice?" That's good. That's exactly where you're supposed to be.

In my typical style, I'm going to paint a lot of broad strokes to begin with, and then wrap up with some hard-hitting ultra-useful things for you to take and use. Will you make a commitment to stay with me?

- Take notes during and after this discussion. It will be harder, but you will get more out of it. (Imagine learning to ride a bike without actually taking the training wheels off and doing it yourself…The notes will provide you a means to achieve that.)
- Review this program a minimum of once per month for three months, so you HEAR it all.
- Work with the material and activities at least one hour per week for 12 weeks in a row to build a solid habit
- Make a personal commitment to get the most from your investment…you spent the money and time and you deserve to get back as much as you can for it

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What Makes A Convincing Voice?

Using the following table below, take notes on your thoughts to share with the group, and to record additional ideas during the presentation.

What Makes an Eloquent and Convincing Voice?
Notes:

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Session 1: Choose Your Words Wisely

Persuade your audience with the words you choose

Imagine going into a room making eye contact with a person, smiling, and giving a wink to make that person feel comfortable. Now pretend you're talking to that same person on the radio. Without being able to rely on facial expression or body language, using your voice alone, how could you welcome someone and put him or her at ease?

Or imagine you're a supervisor or teacher dealing with an employee or student who has committed a minor infraction. In person, you could just raise an eyebrow and look at him or her with a questioning glance—expressing mild chastisement without uttering a single word. But suppose you could communicate only by phone. Could you say, "That incident today really surprised me," and with your voice alone convey the gentle rebuke?

Yes, in both cases it is possible. Your voice is an amazingly effective tool, provided you know how to use it properly.

It all starts with the words you say.

When I say to choose your words wisely, I am not talking about the vocabulary you use to present your facts and ideas. I am referring to the categories of words and phrases that may reduce your effectiveness. For example:

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- "Filler" words or phrases that make your audience lose focus
- Words or phrases implying deception that undermine your credibility
- Negative words that turn your audience off

Most presenters use some or all of the above. The good news is that once you become aware you are using these words and phrases, dealing with them is relatively simple.

Four Ways to Choose Your Words Wisely:
1.
2.
3.
4.

Eliminate Filler Words or Phrases that Lose Focus

Fillers—words and phrases people use to cover verbal gaps—are word crutches. Presenters often use them out of fear. They think, *Oh, my gosh, I just finished a statement, and now I've got to insert something during the silence or the audience will be bored and I won't be able to keep their attention.*

Some filler words have perfectly legitimate uses. For example, if I say, "I'm going to take this action so I can [get some result]," the word "so" has a specific meaning: "in order to." If I link two ideas—"We need to boost sales and we need to raise our image"—the word "and" means "in addition." But when I use "so" at the beginning of a sentence in a presentation—as in "So, let's talk about [whatever] now"—then I'm using it just as filler.

This is also true when a presenter says, "We need to boost sales. And we're going to do just that," or adds "all right" without any particular reason at the beginning of a sentence, as in "All right, let me go onto explain my next point." In these examples, "and" and "all right" are merely fillers.

"You know" is frequently used—or rather, *abused*—by speakers who are trying to assume a conversational tone and insert it over and over again for no reason. Two examples I recently noted when I was observing a CEO's presentation were double headers: "And, we make money, you know, this is no surprise," and later, "That's just, you know, it's how it is, you know."

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The most common fillers are:

- So
- And
- All right
- Okay
- Like
- Now
- Well
- You know
- Right
- Um
- Uh

These unnecessary phrases also constitute filler:

- "I believe" (Of course you believe it; that's why you're saying it.)
- "There is" or "There are" (Instead of "There are many solutions to that problem," say, "Many solutions exist for that problem.")

Fillers may have the opposite effect than what you intended. The word "right" is typically used at the end of the sentence, to invite the audience to buy in to a concept. Used too often, it can seem manipulative and be a turn-off.

An especially negative effect of overusing fillers is that the audience instinctively, maybe even subconsciously, senses you are using them because you feel insecure. This makes you appear less credible, which makes your audience less inclined to pay attention to you. They may even stop listening altogether.

Recently, I did an observation on one of my clients. From my transcription, I discovered he had inserted 110 fillers into a 110-minute presentation, an average of once a minute. I told him a reasonable goal was not necessarily to eliminate every one of these fillers but to cut them down substantially, to one every three minutes.

Use the Power of the Pause

One solution was simply to become aware of how many fillers he was using by recording and transcribing his presentation. The other was to make use of a very simple technique: pausing.

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People I observe typically use one type of filler over and over again, either at the beginning, midpoint, or end of sentences.

Remove Fillers at the Beginning of Sentences

If you sense you're about to begin a sentence with a filler, substitute a half-second pause.

Instead of	**Say**
"It's a very important point, and did you see the recent figures from yesterday?"	"It's a very important point. [Pause.] Did you see the recent figures from yesterday?"
"Is everybody here? All right, let's get started."	"Is everybody here? [Pause.] Let's get started."
"The last step is to send an email. Okay, are there any questions?"	"The last step is to send an email. [Pause.] Are there any questions?"
"This is good business. Now, the important thing here is revenue."	"This is good business. [Pause.] The important thing here is revenue."
"Our schedule is wide open. You know, we can be more aggressive."	"Our schedule is wide open. [Pause.] We can be more aggressive."

Remove Fillers in the Middle of Sentences

Rather than use a filler in midsentence, pause, but even more briefly.

Instead of	**Say**
"We have like a million pounds."	"We have [pause] a million pounds."
"That's just, you know, how it is."	"That's just [pause] how it is."
"You can buy, uh, lots of things."	"You can buy [pause] lots of things."

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Remove Multiple Fillers Strung Together

Again, pause briefly or very briefly.

Instead of	**Say**
"And, it's like, we need to sell some more products now."	[Pause.] "We need to sell some more products now."
"All right, so the next step is imports."	[Pause.] "The next step is imports."
"And, you know, this is no surprise,"	[Pause.] "This is no surprise."

Remove Words that Imply Deception

There are four words and phrases to avoid completely, because they cast suspicion on anything you said previously:

- Frankly
- To tell you the truth
- Honestly
- Actually

If you introduce a topic by saying, "Frankly, this section is very helpful," what are you suggesting? That you will be frank from this point on? Or that you weren't frank about anything you've said up to this moment?

Similarly, if you say, "to tell you the truth," were you previously being *un*truthful? If you're about to speak honestly now, should I infer that previously you were talking *dis*honestly? When you say "actually," does that mean the ideas you expressed up to now were *fictional*?

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Remove Deceptive Words

Deal with these words as you deal with fillers. Just remove them.

Instead of	**Say**
"Frankly, this improvement is very helpful."	"This improvement is very helpful."
"To tell you the truth, this is a very effective product."	"This is a very effective product."

Use Qualifiers

These two words can also affect your credibility:

- Always
- Never

A consultant was meeting with executives of a large company to present a long-term plan designed to increase employees' knowledge and comprehension more efficiently, to be well tailored to their needs, and to help them be successful.

When she made her fifth and final presentation, she thought she'd get her audience to acknowledge the importance of her plan and convince them to accept her vision if she used the words "always" or "never" to make her case really powerful. When it didn't happen, she was surprised.

"The first four times I presented this plan," she told me, "everybody loved it, but this last time, they completely resisted it. I can't figure out why."

"You're giving too many absolutes," I said. "You can't get your message across when you give an absolute, because that's what people focus on. And that weakens your case," I added, "because absolutes are rarely accurate."

For example, she had said, "The current training method we're using with new hires never works." There is rarely a situation when "never" applies. Worse, once you say "never" or "always," your audience automatically goes on mental alert, trying to find an instance that will prove you wrong. Instead of listening to the message you're trying to put across, they're concentrating on the search for one counterexample. They're distracted, and your message is lost.

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Again, the solution is simple. Before using the word “never” or “always,” insert the word “almost” or the word “may” as a qualifier.

Instead of	**Say**
“Your audience will never respond to that.”	“Your audience will *almost* never respond to that.” or “Your audience *may* never respond to that.”

Find Alternatives to Negative and Controlling Words

Negative words seem to refute what you have just said:

- But
- However

Controlling words make an audience resistant:

- Not (or the contractions that include not, such as don’t, can’t, etc.)
- Should

When a sales executive says to a prospective client, “You’re on the right track, but your customers still need more attention,” the client may not hear the part about being on the right track but instead may hear, *I’m being told my customers are dissatisfied.*

When a CEO says to a staff, “You’re doing a good job this year. However, you really need to hit your deadlines quicker,” the staff may not hear the part about doing a good job but instead may hear only, *Uh-oh; I’m not hitting my deadlines.*

When you use “but” and “however” to link two ideas, the person you’re talking to may even think you’ve made the first comment only to soften the truth that follows.

Your client may hear, *I’m not on the right track. He just told me that so I would feel better. What he* really *thinks is that my customers aren’t satisfied.* Your staff

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member may hear, *I'm not doing a good job; he just said that to soften the blow. What he is* really *focused on is that we're not hitting our deadlines.*

Once you bring in the words "but" or "however," the point you make at the beginning of the sentence may be lost because the bad news following "but" or "however" is all your listener remembers.

Use the Power of the Pause

The solution is another easy fix. Wherever you see the word "but" or "however," cross it out and insert a period. Then pause before you start a new sentence. The two ideas are no longer connected.

Instead of	**Say**
"You're on the right track, but your customers still need more attention."	"You're on the right track." [Pause.] "Your customers still need more attention."
"You're doing a good job, but you need to hit your deadlines quicker."	"You're doing a good job." [Pause.] "You need to hit your deadlines quicker."
"You're a good employee; however, you need to work on your communication skills."	"You're a good employee." [Pause.] "You need to work on your communication skills."

With the pause, the audience can separate the two points. The change is subtle. The difference in effect is huge.

As for the words of control, "not" and "should," one forbids action, which confuses the listener, and the other imposes it, which may cause the listener to resist.

The word "not" tells people what they should *not* do. They want to know what they *should* do. When you say something like "Do not use filler words," your listener may not know how to put that advice into action quickly. When you say, "Eliminate filler words," the person gets it right away.

Similarly, if you say, "Don't lecture to your audience," people only know what not to do. Better to say, "Make your interaction with your audience like a conversation." Your audience may still need instructions for the alternative action, but at least the goal is clear.

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Give Advice in a Positive Manner

Whenever possible, give advice in a positive manner rather than a negative one.

Instead of	**Say**
"Do not forget your customer."	"Focus on your customer."
"Don't go off track."	"Follow your outline."

Eliminate "You Should"

Finally, when possible, eliminate the words "you should," when you give directions. It is instinctive to react negatively to that phrase.

Instead of	**Say**
"You really should think about that."	"Think about that."
"When you're trying to get their attention, you should try pausing."	"When you're trying to get their attention, try pausing."

By eliminating negative words, you also speak more concisely.

There's a third benefit, too. You have guided your audience to take positive action by using a positive verb as a directional.

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Use Confident Language

Once you have eliminated fillers, words of deception, and absolutes from your vocabulary, you can then start to show more confidence through the words that you choose to say (or not say).

Avoid Terms of Uncertainty

Here are some of the top words and phrases that reveal uncertainty:

- I think
- I hope
- I guess
- I feel
- Perhaps
- Maybe
- Try
- Kind of
- Sort of
- If you'll humor me
- Let me

Remove these entirely from your vocabulary. Here's why.

You say this	**Your listener thinks this**
"I really think that . . ."	"Why would you be saying it if you didn't really think it?"
"I hope to cover . . ."	"I want someone who is actually *going* to cover this—and do it with authority."
"I guess that . . ."	"I want to hear from someone who isn't

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	guessing."
"I feel like this is the right thing to do here . . ."	"I want to hear from someone who *knows* this is the right thing."
"Well, perhaps . . ."	"I want to hear from someone who is *sure* about what he or she is going to say."
"Maybe we'll talk about that later . . ."	"Are you unsure this is important or that you know this subject well enough to cover it? Either way, I'm finding you unreliable."
"I'm going to try to show you . . ."	"You will *try*? You mean there's a chance you'll fail?"
"We're going to kind of cover this . . ."	"You aren't sure you will be able to cover this."
"The answer is . . . sort of." . . . sort of."	"You don't know the answer."
"If you'll humor me."	"You need permission to tell me things that may be inappropriate or incorrect? And if I don't humor you, will you continue to do so?"
"Let me make a good point."	"You need permission to make a good point? Are you uncertain this *is* a good point?"

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Use Words that Show Conviction

If you find uncertain words in your recording, replace them with one or more of the following words or phrases to suggest confidence:

- I will
- I'm going to
- Yes
- Absolutely
- Certainly

Instead of this . . .	**Say this . . .**
"Maybe I will talk about that later."	"I will talk about that at two o'clock."
"You know, I really hope to do this."	"I am going to show you."
In response to a question, "Well, it's sort of like that . . ."	"Yes, it *is* like that, and here's the connection . . ."
"I guess you could say that."	"Certainly."
"Let me give you an example."	"I will give you an example." Or, "Here's an example."

When someone asks, "Can you do this?," give a response even more positive than a simple yes. Say, "Absolutely. You're going to get this by the time you leave today."

Apologize Rather than Say you're Sorry

It is inevitable you will misspeak in some way: You'll jumble your words, omit information, or give the wrong answer because you misunderstood a question. When you're about to correct yourself, curb the impulse to say, "I'm sorry." Instead, offer an apology. There's a subtle difference.

"Sorry" is an adjective. Intentionally or not, when you say you're sorry, you call up an image of your sorry self. Saying you're sorry suggests you're lacking in some way, shape, or form, not confident enough to be the presenter.

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"Apologize" is a verb. When you apologize, you're owning up to the fact that your action might have been inappropriate, which puts you back in charge and indicates that, although you might have made an error, this is not typical.

Outside of presentations and in a one-on-one interchange, it may be appropriate to say you're sorry, but when you're on a stage in front of hundreds of people saying, "Oh, I'm sorry," you lose credibility. If instead you say, "I apologize; what I should have just told you is [the correct information]," you appear to be in control.

Nor should you ever say, "I didn't mean to say that." Good presenters say only what they intend to say.

Use Directionals to Establish Leadership

Confident leaders can move their audience to action.

Does "Would you mind telling me what you came up with?" express confidence? How about, "If you wouldn't mind, we're going to go focus on [whatever] now"? Time and time again I observe presenters making such weak and ineffective remarks.

Instead, try this: "Tell me what you came up with." Or say, "Start focusing on [whatever]." These are direct commands. Some presenters avoid using direct commands because they don't want to sound too controlling. However, you can tell someone to do something without seeming dictatorial or disrespectful.

In any case, to inspire confidence, you have to show you can lead people. To be effective as a presenter, you must lead them. This is why I suggest you use directionals in your presentation when necessary.

All directionals begin with an action verb. Take a look at the chart below.

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When you want them to...	Avoid saying this	Instead, say this
Look on a certain page	"You might want to turn to page five in your handout."	"Turn to page five in your handout."
Read a page	"I want you to read the second paragraph on page three."	"Read the second paragraph on page three."
Look at your slide or at you	"If you wouldn't mind, look up here..."	"Look up here."
Do something on their laptops	"And we're going to open up that window."	"Open up that window."
Look at their laptop screens	"If you take a look at your screen..."	"Look at your screen."
Think about something	"I'd like you to think about..."	"Think about that."
Discuss something	"I want you to discuss that with your neighbor."	"Discuss that with your neighbor."
Write something down	"Now, you can write down those ideas"	"Write down those ideas."
Highlight something	"All right, a couple of things I want you to highlight are..."	"Highlight two things:"

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Activity: Choose Your Words Wisely

It's your turn to choose your words wisely.

Step One: Record your next presentation and transcribe the first four pages.

- Circle every filler: so, and, all right, okay, like, now, well, you know, right, um, uh.
- Circle every use of language that implies deception: frankly, to tell you the truth, honestly, actually.
- Circle every absolute: always, never.
- Circle every negative and controlling word: but, however, not (and related words such as don't and can't), should.

Step Two: You will most likely discover you need to address only one or possibly two of these areas.

- If you use a lot of fillers: Mark the text as suggested to omit fillers or note a (P) where you can substitute a pause.
- If you use deceptive, absolute, negative, or controlling words or phrases, mark the text as suggested or consider alternates.
- Rerecord the pages. Compare the two versions of the recording. Of course you won't be reading from your script word for word, but you want to be aware how to make your words more convincing.

Step Three: Listen to the recording as many times as necessary to check that you are expressing yourself confidently by answering the following questions:

- Do the words you use show conviction instead of uncertainty?
- Are you saying "I apologize" instead of saying "I'm sorry"?
- Are you using directionals to establish leadership? If not, where in your blueprint can you insert directionals?
- Write, in your own words, what steps you will take if you slip up.

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Session 2: Master Your Tone of Voice

Make melodic music when you speak to your audience

In pre-television days, Franklin Roosevelt was a four-term president. His first term began in 1933, six years after a brief illness left him paralyzed from the waist down. He taught himself to walk a short distance wearing braces and using a cane. For public appearances he would stand behind a podium, supported by an aide or one son at his side, but he could not walk and in private used a wheelchair.

Though he was unable to stride confidently onto a stage or stand at attention reviewing the troops he commanded, he was elected president of the United States four times, once during wartime, when a country especially craves strong leadership.

His radio addresses were what conveyed his strength and conviction. But while his speeches were always intelligent and inspiring, it wasn't only what he said but how he said it that mattered. Roosevelt's calm, reassuring voice was probably the most effective way he convinced the people they could put their faith in his strength as the commander-in-chief.

When people can hear but not see you, as is the case with radio, phone conversations and audio-only webinars, your tone is often more important than your words. Folk wisdom makes the same observation: "It's not what you say; it's how you say it."

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When I coach presenters, I always ask them if they're feeling ready to present with confidence. If they say yes, I ask how they can tell.

"I know what I'm going to say," they respond.

"Good," I answer. "You've taken the first step."

They look perplexed. "What else is there?"

I remind them: How you say it is more important than what you say. To present with confidence, you must have a confident voice.

You show confidence in your voice through the elements we have already discussed: pace, which is speed; volume, which is loudness; tone, which is the quality of your voice; and inflection, which is a change in pitch or tone.

Four Ways to Master Your Tone of Voice:
1.
2.
3.
4.

Find Your "Natural Norm"

Everyone has his or her own "normal" volume, pace, and tone. Find your norm and work from that.

Find your Natural Tone

A good speaking voice is pitched low rather than high and is resonant rather than flat and monotonous. Resonance, sometimes described as amplification or enrichment, happens when sound is reflected by surfaces in an enclosed area. You can have a low, resonant voice by creating a reverberating chamber in your chest. This means taking in air and breathing from your diaphragm rather than from your chest. The diaphragm is the muscle that separates the chest from the abdomen.

Here's how to breathe from the diaphragm: Put your palm over your belly button and take a deep breath, pulling in air to fill that area beneath your hand. Exhale and let the air out. As you will see, when you breathe into the diaphragm rather than into your chest, you have a column of air power that can support your voice

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when you speak. If you speak while the air is coming out, your voice will be stronger and lower pitched.

The voice that conveys confidence is low and resonant. This may not be your customary speaking voice, but you should work on developing it. There is no better example of a low, resonant voice than that of actor James Earl Jones, who played Mufasa in The Lion King and Darth Vader in Star Wars. Actresses who speak in low, resonant voices include the young Kathleen Turner, Sigourney Weaver, and Jane Fonda.

One of the qualifications for being a newscaster is having a low and resonant voice because it inspires confidence. Look at newscasts of commentary by the late Walter Cronkite or by Diane Sawyer.

You can definitely change the tone of your voice. Katie Couric is a good example. When she was hosting the Today show, she had more of a breathy voice, but she made a change when she became a network newscaster.

If you're speaking before a crowd, you are likely to be using a microphone, which will emphasize whatever quality your voice has. If you have a resonant voice, the mic will make it seem lower and more resonant; if you have a high, breathy voice, that too will be amplified. You can see why it's very important to learn how to breathe from your diaphragm if you'll be doing a lot of presentations.

Find your Natural Volume

Your normal volume is one that feels comfortable and at which others can hear you easily in one-on-one interactions.

The most common mistake presenters make when they are trying to get people to listen is to talk louder. But you won't inspire confidence if you appear to be straining to be heard. If you want to make absolutely sure people can hear you, make sure a microphone is available. If you have a chance to come into the room ahead of time to find the sweet spot, also make sure the microphone is working.

Find your Natural Pace

Confident people don't rush. You don't have to talk at a rapid pace to get people to listen to you. In fact, one of the most effective ways to appear confident is to talk at a relaxed pace. I have observed people talking as slowly as 93 words per minute and as quickly as 225 words per minute, but a good presentation pace ranges from 150 to 180 words per minute, the rate at which people think and brains process information. About 165 words per minute is ideal.

The actor Michael Caine says, "Subservient people speak quickly because if they don't speak fast, nobody will listen to them." In other words, if you go too fast, you seem desperate; you will lose listeners. On the other hand, if your default mode is very slow, you risk sounding dull, and your listeners will be bored.

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If your default pace is in the normal range, varying it will be very effective. To convey enthusiasm and motivate people, you can speed up your pace by 10 to 20 words per minute. To present an exception or stress a point, you can slow down, which gets the audience's attention and helps them focus.

Master Your Inflections

Inflection is largely a matter of where you put the emphasis on the word in a sentence or the syllables in a word. A change in emphasis can give a whole new meaning to a phrase or sentence. Look at this example.

- If you say, "I'm Jason Teteak," without putting stress on any particular word or syllable, you're just stating a fact.
- If you emphasize the first word—"*I'm* Jason Teteak"—you are suggesting that someone else may have been mistakenly identified as you.
- If you emphasize the entire last word—"I'm Jason *Teteak*"—you may be correcting someone who is mispronouncing your last name or distinguishing yourself from another Jason with a different last name.
- If you stress the first syllable of the last word—"I'm Jason *Te*teak—you sound very confident.

Eliminate Upspeak

The wrong use of inflection can also have a negative influence, especially when you are trying to project confidence.

I am referring specifically to what is called the Valley girl speech pattern—a reference to Frank Zappa's 1982 single, "Valley Girl." In the background of the song, you can hear Zappa's then-fourteen-year-old daughter speaking Valley speak. It includes slang and surfer terms, lots of fillers such as "like," and—most significantly—a distinctive pattern of inflection called upspeak.

Upspeak is a rise in inflection at the end of every sentence that transforms a statement into a question. Instead of saying, "I'm coming home tomorrow. I plan to stay for the weekend. I want to see some friends during my stay," the speaker says something that sounds like, "I'm coming home tomorrow? I plan to stay for the weekend? I want to see some friends during my stay?"

Unfortunately, this Valley speak pattern has made its way into mainstream speech and even into the voices of many presenters. Since it suggests hesitancy, deference, and uncertainly on the part of the speaker, you should eliminate it completely.

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Practice Your Inflections

In order to truly master your inflections, the first step is to isolate the inflection variable from the rest of the qualities of the voice (namely volume and pace). To do that, we're going to focus in on a table that allows us to practice inflections only. Some presenters know instinctively how to make these adjustments, but I was interested to discover that these techniques can also be learned, so you can master the whole range of possibilities.

Need of Audience	Ways to Satisfy Need
Excite/Build Enthusiasm • "There are actually three ways to build this project, and they're all very exciting and easy to accomplish."	Inflections - Up ;
Stress Importance • "Nobody will listen to you unless you follow these specific guidelines. When you do, it will change everything for your audience."	Inflections – Up ;
Distinguish/Callout • "Sometimes you want to walk in this direction. Other times it's best to follow another path."	Inflections: Up/Down
Engage • "When you isolate the variables, there's a lot of dynamic things that you're able to see and follow along with."	Inflections – Vary
Build Comfort • "This can be a very enjoyable experience when you sit back and listen to the key attributes of the plan."	Inflections – Stay Same, Deep & Resonant
Urgency • "We've got to get this plane off the ground in the next three minutes or we may not be able to fly at all today."	Inflections - Down
Confidence/feel good success • "We're going to make this jump to the next level, and when we do there will be a fond memory that gets put into place for everyone involved."	Inflections – Up and then Down, Deep voice

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Vary Your Volume

Recall, your normal volume is one that feels comfortable and at which others can hear you easily in one-on-one interactions. Just like with inflections, by varying your volume, you can:

- Generate enthusiasm and excitement
- Stress importance
- Compare and contrast two different ideas or things
- Re-engage the distracted
- Create a sense of urgency
- Appear knowledgeable and credible

Practice Varying Your Volume

Need of Audience	Ways to Satisfy Need
Excite/Build Enthusiasm • "There are actually three ways to build this project, and they're all very exciting and easy to accomplish."	Volume - Up ;
Stress Importance • "Nobody will listen to you unless you follow these specific guidelines. When you do, it will change everything for your audience."	Volume - Down ;
Distinguish/Callout • "Sometimes you want to walk in this direction. Other times it's best to follow another path."	Volume – Vary
Engage • "When isolate the variables, there's a lot of dynamic things that you're able to see and follow along with."	Volume - Vary

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Build Comfort • "This can be a very enjoyable experience when you sit back and listen to the key attributes of the plan."	Volume - Medium
Urgency • "We've got to get this plane off the ground in the next three minutes or we may not be able to fly at all today."	Volume - Vary
Confidence/feel good success • "We're going to make this jump to the next level, and when we do there will be a fond memory that gets put into place for everyone involved."	Volume- moderate ;

Perfect Your Pace

Use the Power of the Pause

We've already discussed how the pause can be used to eliminate fillers and help you speak well. It can also be used to make you appear more confident. Being able to look at an audience directly, to hold your gaze and not to show any discomfort during a few moments of silence, have a very powerful effect. You may want to use such a moment to indicate what you have just said is so important or complex that you are giving the audience time to absorb it.

It is absolutely okay for you to stand in front of your audience briefly without saying anything at all. Oddly, when presenters are asked how they feel about using pauses, they say they think pausing makes them look stupid. But when you survey audience members about their reactions to pausing, they say people who pause from time to time seem more intelligent.

What's more, from reading evaluations, I have discovered that audiences like presenters to pause occasionally. Those little breaks in time give the audience a moment to think.

A client was concerned that deliberately inserting pauses would seem artificial and be inappropriate for his audience, but once he tried it, he reported the extra silence wasn't awkward. "It felt natural," he said. You will come to the same conclusion.

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Practice Perfecting Your Pace

Just like with inflections and volume, by varying your pace, you can:

- Generate enthusiasm and excitement
- Stress importance
- Compare and contrast two different ideas or things
- Re-engage the distracted
- Create a sense of urgency
- Appear knowledgeable and credible

Need of Audience	Ways to Satisfy Need
Excite/Build Enthusiasm • "There are actually three ways to build this project, and they're all very exciting and easy to accomplish."	Pace – Same or Up
Stress Importance • "Nobody will listen to you unless you follow these specific guidelines. When you do, it will change everything for your audience."	Pace – Down (Pause)
Distinguish/Callout • "Sometimes you want to walk in this direction. Other times it's best to follow another path."	Pace – Vary
Engage • "When isolate the variables, there's a lot of dynamic things that you're able to see and follow along with."	Pace - Vary
Build Comfort • "This can be a very enjoyable experience when you sit back and listen to the key attributes of the plan."	Pace – Even

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Urgency • "We've got to get this plane off the ground in the next three minutes or we may not be able to fly at all today."	Pace - Vary
Confidence/feel good success • "We're going to make this jump to the next level, and when we do there will be a fond memory that gets put into place for everyone involved."	Pace - Pause

Put It All Together

Let's put together everything you have learned for mastering volume, pace and inflections with the table below. Use it to practice emphasizing key words to make your tone of voice shine like the sun.

Need of Audience	Ways to Satisfy Need
Excite/Build Enthusiasm • "There are actually three ways to build this project, and they're all very exciting and easy to accomplish."	Inflections - Up ; Volume - Up ; Pace – Same or Up
Stress Importance • "Nobody will listen to you unless you follow these specific guidelines. When you do, it will change everything for your audience."	Inflections – Up ; Volume - Down ; Pace – Down (Pause)
Distinguish/Callout • "Sometimes you want to walk in this direction. Other times it's best to follow another path."	Inflections - Up/Down Volume – Vary Pace – Vary
Engage • "When isolate the variables, there's a lot of dynamic things that you're able to see and follow along with."	Inflections – Vary Volume – Pause or Vary Pace - Vary
Build Comfort • "This can be a very enjoyable experience when you sit back and listen to the key attributes of the plan."	Inflections – Deep & Resonant Volume - medium Pace – Even

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Urgency • "We've got to get this plane off the ground in the next three minutes or we may not be able to fly at all today."	Inflections - Down Volume - Vary Pace - Vary
Confidence/feel good success • "We're going to make this jump to the next level, and when we do there will be a fond memory that gets put into place for everyone involved."	Inflections – Up and then Down, Deep voice Volume - moderate ; Pace - Pause

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Activity: Master Your Tone of Voice

It's your turn to master your tone of voice

Step One: Listen to the recording you have made—or, better still, have someone come to your presentation—and address the following points.

- Transcribe one minute of your recording and calculate how many words you are speaking per minute.
- Determine whether you need to speed or slow your pace (calibrate to 150–180 words per minute).
- Determine whether you need to work on changing your volume.
- Determine whether you need to work on your tone and resonance.

Step Two: Look at a page of the transcript you have prepared above. Go through the transcribed page, circle one key word every thirty to fifty words, and decide what effect you want to get when you are delivering that word.

- For each circled word, address the following points.
- Refer to the chart at the end of this chapter to help you decide what feeling you want to get across with that particular word.
- For practice, change volume, pace, and inflection in an exaggerated way to get that feeling across.
- When you're done, reread the entire page.
- Once you have practiced until you feel comfortable, read and rerecord the entire presentation and see if you have conveyed the effect you intended.

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Your Turn to Convince with Your Voice

Becoming aware of which words and phrases should be avoided and which qualities of your voice need work is a huge first step to making improvements.

Review and exercises

Items flagged with arrows require action on your part. If you are uncertain how to proceed, reread the appropriate section in this chapter.

Choose Your Words Wisely

Record your next presentation and transcribe the first four pages.

- Circle every filler: so, and, all right, okay, like, now, well, you know, right, um, uh.
- Circle every use of language that implies deception: frankly, to tell you the truth, honestly, actually.
- Circle every absolute: always, never.
- Circle every negative and controlling word: but, however, not (and related words such as don't and can't), should.

You will most likely discover you need to address only one or possibly two of these areas.

- If you use a lot of fillers: Mark the text as suggested to omit fillers or note a (P) where you can substitute a pause.
- If you use deceptive, absolute, negative, or controlling words or phrases, mark the text as suggested or consider alternates.
- Rerecord the pages. Compare the two versions of the recording. Of course you won't be reading from your script word for word, but you want to be aware how to make your words more convincing.

Listen to the recording as many times as necessary to check that you are expressing yourself confidently by answering the following questions:

- Do the words you use show conviction instead of uncertainty?
- Are you saying "I apologize" instead of saying "I'm sorry"?

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- Are you using directionals to establish leadership? If not, where in your blueprint can you insert directionals?

Write, in your own words, what steps you will take if you slip up.

Master Your Tone of Voice

Listen to the recording you have made—or, better still, have someone come to your presentation—and address the following points.

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- When you're done, reread the entire page.
- Once you have practiced until you feel comfortable, read and rerecord the entire presentation and see if you have conveyed the effect you intended.

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Afterword

This program offers you the principles and tools that can help you do many things, among them analyze and maximize the tone of your voice and word selection by uncovering how the two inter-play for successful communications when you are not face to face.

To get results, you have to act on that advice.

Take a few minutes to think about where you would like to make changes. Write down the top three areas in which this program has shown you ways to be more genuine with your audience. Since research and my own experiences indicate that people can focus only three goals at a time, I suggest you choose the three you want to incorporate in your life first. Start working on those, and once you have achieved them, work on the next three. Continue until you have achieved them all.

Begin by going over the relevant chapters and taking notes. Then follow up with the exercises and review at the end of the chapter. Remember, presenters aren't born; they're made. You have all the tools at your disposal with a unique set of practical examples to make them happen for you. I have seen these efforts pay off for thousands of people with whom I've worked, and you will have that same experience.

You can Rule the Room.

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About Rule the Room Public Speaking

Rule the Room Public Speaking is a leading provider of public speaking solutions to people and organizations everywhere and is led by Jason Teteak, the visionary founder and CEO. The mission of Rule the Room Public Speaking is to help public speakers shine in front of their audience. Rule the Room Public Speaking has a variety of programs available to enhance your public speaking skills. For more information, visit www.ruletheroompublicspeaking.com.

Conquer Your Fear

- *Presto: presentation wow factor*
  Get the instant wow factor for your presentation.
- *Calm: phobic to epic*
  Conquer your fear of public speaking.
- *Opener: the power of a great start*
  Blow your audience away with a killer presentation opener.
- *Archetype: get laughs by being yourself*
  Discover the power of your natural presentation style.
- *Five: break down barriers, open doors*
  Give an amazing five minute presentation.

Train For TED

- *Dazzle: secrets of a speaking sensation*
  The secrets of master presenters.
- *Create: the rule the room method classic*
  Presentation bootcamp: hands-on presentation content creation skills.
- *Convey: the rule the room method signature*
  Presentation bootcamp: hands-on presentation delivery skills.
- *Captain: the rule the room method experience*
  Presentation bootcamp: hands-on presentation audience management skills.

Build Your Business

- *Advantage: deliver money-making presentations*
  How to give an effective business presentation.
- *Captivate: create money-making presentations*
  How to hook your audience.
- *Sales bootcamp: ground up money-making strategies*

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Hands-on sales presentation skills.

- *Webcast: deliver money-making webinars*
  How to give an effective webinar.
- *Pitch: market your business*
  How to perfect your pitch.
- *Video: increase your business's visibility*
  Speaking strategies for perfect videos and podcast.
- *Demo: impress clients, win relationships*
  Entice your audience with your demo.

Lead Your Troops

- *Administrator: address your department*
  Give a seamless administrative presentation.
- *Eloquence: the secret opportunity revealed*
  Convince with your voice.
- *Respect: reach your leadership potential*
  Gain respect as a true leader.
- *Meeting: motivate change internally*
  The art and science of meetings that motivate.
- *Facilitate: the rule the room method classic*
  Lead valuable group discussions.
- *Serenity: 24 hours to peace*
  How to handle challenging people.
- *Boomerang: be ready for anything*
  Answer questions like a pro.
- *Validate: public speaking skills for change*
  Present an effective validation session.

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