

Unlock the Power of Your Voice

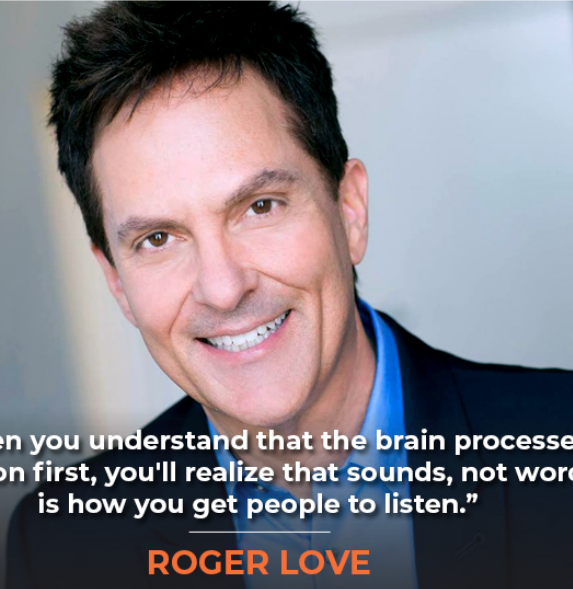
10 Point Checklist

Roger Love

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a 10 point checklist that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“When you understand that the brain processes emotion first, you'll realize that sounds, not words, is how you get people to listen.”

ROGER LOVE

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

- Pay attention to the tone of my voice. Words are less important than sounds when talking to others because people usually listen emotionally rather than rationally.
- Take care of my vocal cords. Refrain from drinking cold drinks and don't stress my voice too much to preserve my vocal quality.
- Don't hold my breath when speaking. Practice proper breathing so that I can talk for hours without exhaustion or damaging my larynx.
- Refrain from making a declarative sentence sound like it's a question. I should assure my audience that I am confident in what I'm presenting or offering when speaking about it.
- Keep the conversation going during interviews by controlling the sound of my voice. If my tone goes down at the end of the sentence, it usually signals the interviewer to move on to another question.
- Always do vocal warm-ups before speaking on stage or doing a meeting. Mouth exercises will help relax my facial muscles as well as my nerves so that I am calm and collected before the show.
- Speak authentically. People seek realness in a world that's full of fakes and imposters. My truth is what everybody wants to hear.
- Eliminate filler words such as 'uh', 'uhm', 'like', and 'you know' by simply taking a quick pause to breathe, gather my senses, and continue on with the speech or conversation.
- Work with a voice coach to improve the sound of my voice, my conversational skills, and my self-confidence when facing an audience.
- Check out Roger Love's program, [The Perfect Voice](#). Get \$50 off when you use the word SPEAK. Go to theperfectvoice.com/buy