

SUMMARY

In a job search, the vast majority of networking occurs over the phone rather than face-to-face. So the sound of your voice, not body language (which is the #1 communicator), becomes critical, often more important than the words you use. Does the sound of your voice attract and sustain people's attention?

EFFECTIVENESS OF THE 3 FORMS OF COMMUNICATIONS:

7% of any message comes from the **words** we use

38% comes from the **sound** of the voice we use

55% comes from our **body language**

-- UCLU Professor Albert Mehrabian

VOICE VS. WORDS

- When the sound of our voice conflicts with the words we use, the listener will normally accept and act on the message from the voice, not the words.

GETTING ATTENTION ON THE PHONE:

- Within the first 5 seconds, combine great voice sound with a referral's name to get the most immediate attention.
- Vocal energy often starts fading within 15 minutes. How can you avoid this?

THE SOUNDS OF YOUR VOICE: SWEET PEV

- S** Speed (called Tempo in music). Go a little faster for younger people.
- V** Volume. Louder is generally better, obviously up to a point.
- E** Emphasis. Punch out, slow down, or elongate a few words to add emphasis and meaning.
- E** Enthusiasm. Avoid ending sentences "down." Good posture and standing help.
- T** Tone. Deeper voices usually get more attention, particularly for women. Relaxational and more breath also give warmth and power to words.
- P** Pausing. Intermittent silence gets attention and pausing can add emphasis.
- E** Emotions. Examples could be a laugh, a "wow," a little anguish if describing a failure.
- V** Variability. Change speed, volume, and tone occasionally to add variety and surprise.

Record yourself. Listen to experts like Robin Williams. Practice this instrument.