

SUMMARY

In a job search, the vast majority of networking still occurs over the phone rather than face-to-face or Zoom. So the sound of your voice, not in-person 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 peoples' 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 quick attention. Sound gives words emotion. Emotion elicits more attention and deepens memory.
- Vocal energy often starts fading within 15 minutes. How can you avoid this?

THE SOUNDS OF YOUR VOICE: **SVEET 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 are more intriguing, particularly for women. Relaxation and more breath deepens voice and can give warmth and power to words. All 3 attract attention.
- P** Pausing. Occasional silence wakes up a listener by interrupting the flow and then reactivates listening.
- 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 actors like Robin Williams and Jeremy Irons. Practice a lot.