



# Speak to Influence: How to Unlock the Hidden Power of Your Voice

*Susan Berkley*

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# Speak to Influence: How to Unlock the Hidden Power of Your Voice

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## **Speak to Influence: How to Unlock the Hidden Power of Your Voice** Susan Berkley

The foolproof results of a polished and professional verbal delivery illustrate how the voice can be used to achieve greater confidence, credibility, professional success, and sales in this handbook on applying voice-control techniques used by voice-over artists in business communications. From a comprehensive voice evaluation to a step-by-step voice improvement plan, a range of activities provide information on how to improve diction and articulation, speak with greater warmth and enthusiasm, and make a lasting impression. Practical tips include how to leave a voice-mail message that is 40 percent more likely to be returned and how to make outgoing messages sound professional. Insider secrets about the influence of the spoken word will help speakers acquire and practice the skills necessary to sound more credible, tell great stories, and add a more musical quality to speech by mastering voice pitch and inflection.

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