

“And Into the Silence They Added a Voice..”

An Excerpt From *the 3-Dimensional Business Voice*

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Book two of the *Wilson Voice Series*

24 hours a day you can “chitchat” in a chat room and with the click of a mouse communicate an endless stream of superlatives to a faceless being on the other end of your server. After every interview on 20/20, Barbara Walters personally invites us; “If you want to speak to the President, he will be in our chat room after the broadcast.” Just me and the President chat to chat. How personal can we get? But is it really him ? If I can’t see or hear him, how would I know? Words no longer satisfy us, we want MORE!

Like silent films metamorphosed into talkies, the internet is rapidly becoming “voice activated”. Chat is really that, chat! The more vocal it becomes, the more vocally aware we are, and the more vocally impaired some feel. When video cameras are added to our computers, we can blind them with our beauty. But until that time, it’s all about words and “voice.” It’s time to do some serious homework and shape-up the voice!

Here are some of the effective ways you can add your voice to your information, right now:

1. Record a 90 to 120 second greeting in *Real Audio Format* and link it to your *Signature file* at the bottom of your E-mail. It will go out with every E-mail you send. How personal can you get!

2. Include in your website a sample demo of your audio tape for sale, or a small excerpt from one of your classes or seminars with audience reactions. (Preferably thunderous applause or hysterical laughter.) Don’t cheat! NO CANNED LAUGHTER.

3. If music is a part of your presentation, include a small sample of your talent but make sure it’s “up to par” with professional standards. Please, do not make it too long. On my Website I am including small samples from the CD of big band favorites I recently recorded. (The music rights were paid for by the band leader at the time of recording. You have to pay to use someone’s music. Always check that one out .)

4. There is a new technology called “Beep” that makes it possible to send a personal voice message through your E-mail. Sending personal voice E-mails to your prospective clients is an effective business tool, especially if you have been working on your “*Voice of Command.*”

Be aware that your voice in all probability is going to be projected through small computer speakers. Those smaller speakers filter out 60% of the resonance and overtones of your natural sound. Be sure your original recording, the master tape, is top quality high-bias. If it is boom-box quality, by the time it reaches the ears of your listeners, it will *not* be an engaging experience. Better get your voice warmed up and on stand by now, because it’s beginning to look like the voice and the internet are a match made in heaven!