

Voice power: using your voice to captivate, persuade, and command attention

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Abstrak

Ever wonder what makes us buy from a certain salesperson or prefer one TV news announcer over another? In each case, a human voice is subtly captivating our ear and commanding our attention. Now celebrity voice coach Renee Grant-Williams reveals the trade secrets behind those persuasive voices and shows readers how to apply positive vocal techniques to business and personal situations. Much more than a guide to proper breathing or voice projection, this is a life-altering "owner's manual" to unleashing and directing the powers of communication within one's speaking voice.