



## In this Issue

- **World Voice Day 2009** Poll explains why this year the focus is on 55,000 of probably the most important voice users in the country.
- **Ask The Voice Coach** Another one of your questions answered.
- **Featured Article** We are all TV Presenters!
- **Exclusive Discount / Poll Recommends** New Course - "**Vocal Fitness For Life**". **Save over €120 / £102 / \$160**

Please add "newsletter@voicecoach.ie" to your allowed / whitelist in your e-mail program, so that you have no trouble receiving future issues!

You're receiving this newsletter because you requested more information or signed up to our website. You may unsubscribe at any time.

This newsletter is read all over the world, please forward it on to others who you know will benefit and enjoy.

If this has been forwarded to you and you would like to join our online community [click here](#).

## A Personal Message From Poll

There are over 55,000 Primary and Secondary Teachers in Ireland, and millions all over the world. They are the vehicle through which the next generations are guided, inspired, motivated and educated. They are without doubt the most important professional voice users in the national work force.

With such responsibilities to the youth of our nations you'd imagine that Teachers are given instruction and practical coaching in how to strengthen, protect, and project a healthy and vibrant voice. This surprisingly is rarely the case.

Every year in Ireland it is estimated that hundreds of thousands of taxpayer's euros are spent to provide replacement cover and rehabilitation for Teachers who lose or damage their voices through over-use or mis-use. Not a week goes by for me without meeting, or getting a call from, a primary or secondary school Teacher who has lost or damaged their voice. In courses that I run for Teachers around the country I am being told how very little or absolutely no vocal advice or instruction is being provided to our training Teachers. Also little, if any, ongoing training is provided as support and development for those who have been teaching for years. On half a dozen occasions in 2008 I met people who had to give up Teaching because of the damage caused to their voice.

With the Government currently looking for ways to make savings, and Teachers clearly feeling unsupported as a professional group, I have written to the Minister of Education demonstrating how for less than the price of a visit to a Doctor - €45 - each Teacher can be given the skills to turbo-charge their voices to last for a lifetime. If these proposed 3 hour group workshops are offered by Government to our Teachers this would be a simple, yet effective recession busting initiative which all would welcome.

The mis-use of the voice is definitely an occupational hazard for Teachers. Not so long ago some members of the Irish defence forces received compensation for preventable damage to their hearing. How much longer will it be before Teachers become embroiled in a similar claim for preventable damage to their voices?

Regular readers will know that I rarely go off on a political rant, but this is a situation that has been ignored for too long. Over the next 6-12 months I hope that the Dept. of Education and School Principals will work with me to ensure that Teachers' vocal health is given priority. With a relatively small investment we can save money, save resources and save careers.

To mark World Voice Day - April 16th - we will be providing a FREE Voice Care Information 'e-pack' to anyone who emails us at [wvd@voicecoach.ie](mailto:wvd@voicecoach.ie)

---

Please keep all your emails and questions coming in to us. We really appreciate the feedback, and it helps us to ensure that we are providing the information and courses that you want.

For those of you celebrating Easter, have a great weekend - go easy on the chocolate!

Until the next time,

Best wishes,  
Poll

# Ask The Voice Coach

**Q: Poll, since I have been promoted in work I have** to speak quite often at meetings and events. Although I feel confident about my subject matter I find myself getting incredibly nervous and my hands, legs and voice shake uncontrollably. Do you have any advice?

Jennifer, Newsletter Subscriber from UK

**A: Hi Jennifer, good to hear from you again, and congratulations** on your promotion! (Jennifer in one of our earlier newsletters asked for some vocal communication tips when going for an interview. Needless to say she got the job!) Your question is one that I am asked regularly from Executives who attend my 'Secrets of Confident & Effective Speakers' course. The good news is that with a few short and regular exercises this can be resolved very quickly and permanently!

Nerves are your body's way of telling you that something is important. How these nerves manifest themselves can range from the shakiness that you described to a dry throat, clammy hands and repeated irrelevant gestures (touching nose, ear, hair). It is not uncommon to see Actors, Singers, and Athletes warming up before they are due to 'perform'. What they are doing is heating up the muscles and reminding their body that these are the muscular movements that they will be requiring very shortly.

If you know that it is your hands, legs and voice that may start shaking from nervous energy, it would be a great idea to release this nervous energy before you enter the meeting or event. Shaking out for about 15-20 seconds on each limb, combined with a few continuous open vowel sounds normally does the trick. It allows your body to relax and to fully join your brain and voice to give your audience the 'total communication' of your message without the distracting physicality.

Professional Actors, Singers and Athletes know that their success depends on them getting it right when it counts. We should not ignore what they know works! Try a regular shake out, you'll be surprised at how effective it is.

Best wishes, Poll

**If you have a question for Poll to answer in future newsletters, please email it to [ask@voicecoach.ie](mailto:ask@voicecoach.ie) We respond to all questions, however we will only choose one to feature in each newsletter.**

## Featured Article

### We are all TV Presenters!

On a recent TV Presenting Course that we ran in Dublin, it became very clear to me why most "presentation skills" type courses fall short of achieving the results they should be getting - those results being a more confident, persuasive and eloquent speaker. In fact most of them miss the point completely! They fail to acknowledge THE most important area of presenting - the VOICE.

A Speaker needs a voice! The spoken words must be the result of the 3 'P's - Planning, Preparation & Performing (or Putting into Practise, if the word 'performing' frightens you!) Each have equal importance, and with a bit of persistence you will be amazed at how little time is required when you give each section it's own value.

You see, an audience is not concerned with the Planning & Preparation, they only see the Performance. The small window of opportunity that exists for you to speak, is what will motivate, inspire or persuade the listener to trust and believe in you. In a television programme the Presenter is the link between the 'energy' of the programme and the audience. Our screens are littered with examples of nonsense television with good Presenters and great subject matter with poor Presenters. Rarely do we see the best of content combined with the best Presenter performance, and when we do we over-ride all logic, cynicism and doubt and allow ourselves to be wholeheartedly taken into the speaker's (or programme's) world.

I have seen large, medium and small corporations spend fortunes on brochures, board rooms, PR - in fact all the things that make up the 'corporate image', and then fall flat on their faces when the 'corporate voice' - the voice that the customer hears - does not deliver the professionalism of the product, ethos or track record of the organisation. It amazes me how little vocal training many sales teams are given to help them maximise the small window of opportunity they have when in front of customers. The way I see it is: no sales = no business. Why take the risk of not ensuring your sales teams' voices are the very best they can be?

So when I read or hear about courses that do not include at least a third of voice work delivered by voice specialists in their 'presentation skills' training, I realise that these people have no idea about courses they run, and have no idea how much value customers, clients and colleagues give to the vocal sound when making decisions. Call these courses 'effective use of powerpoint', 'content structures that help people understand', 'relax and de-stress' or 'how to sharpen your pencil' - whatever - but do not call them 'Presentation Skills' if no serious time is given to the mechanics, physiology, psychology and delivery practises of the voice and vocal impact. This is like calling a course 'Formula 1 Racing Skills', showing people maps of some race tracks, explaining the importance of driver focus, demonstrating how to change the engine oil and then, bizarrely, not giving them a F1 car with a skilled Instructor to guide them through their newly acquired skills!

(By the way Videoing participants and gratuitously pointing out the blatantly obvious doesn't count! We are more interested in the cause, not the symptoms and we purposely ban video cameras from the first few days of our trainings. This ensures we guarantee long lasting change where the person no longer displays vocal and physical 'oddities'. When our participants understand and are comfortable with their natural delivery styles and they can successfully combine this with their expert information, only then do we bring out the cameras as a means to achieve maximum effectiveness of the desired message.)

We all know the philosophical question - "If a tree falls in the forest and no one is around to hear it, does it make a sound?" It demonstrates the dictum of "Esse est percipi" - "To be is to be perceived". This can be very easily transferred to a sales, motivation, education or coaching environment. How often has a presentation 'fallen in the forest', and no one has heard it, acts on it, or even cares about it!

In our 'Secrets of Confident & Effective Speakers' courses we continuously make the point that a listener doesn't really care about the

Presenters 'stuff' (their slides, their sore throats, their punctures, their faulty projector, their deadlines). An audience cares about what the Presenter says, how they say it, and most importantly how this makes the audience feel. This is what convinces them to believe, to follow, to buy!

So the next time you watch a TV programme, and you see a TV Presenter, realise that this 30 / 60 minute slot is the section on which you will judge the show, and not on the unseen weeks planning and preparation that has preceded the performance. To be at your best you must give equal time to rehearsing (or putting into practise) the skills of delivery. Only this gives you the best possible chance to do maximum justice to your integrity, ethos or product. This brings you and your message into the listeners present, and activates their response receptors. Planning, Preparation AND Performing. Does Your Performing do justice to your Planning and Preparation? Whether we like it or not, we are all TV Presenters!

© Poll Moussoulides, 2009

### **Want To Use This Article In Your Newsletter Or Website?**

You can, as long as you include the copyright and the complete text below with it:

**Poll Moussoulides publishes his Voice Coach newsletter for trainers, teachers, coaches, consultants, sales teams, solo entrepreneurs... and all people who would like get to results whenever they speak. The newsletter is free and contains interviews, articles, exclusive discounts and priority information on courses and events. To join the ever expanding newsletter community, or to find out more, go to <http://www.voicecoach.ie>**

### **Would You Like To Read More Articles Like This One?**

[Click Here](#) to go to the resource page on our website

## **Poll Recommends**

### **Vocal Fitness For Life ©**

**A Two Day Course That Will Turbo Charge Your Voice For Ever!**

**Attention all Teachers, Trainers, Coaches, Aerobics Instructors, Tour Guides, Sport's Coaches, Counsellors, Therapists, Nurses, Doctors, Clergy, Sales People ... in fact all those who depend on their voice to get the best out of themselves and their jobs.**

**Learn how to have a stronger, healthier, more vibrant voice.**

Overcome old habits, and apply exercises that will keep your voice healthy, full of life and free from vocal fatigue, strain and sore throats due to mis-use. Discover the joy and confidence gained from learning to use your voice to enthral, motivate and excite your friends, colleagues, students and clients. Join us in 'The Voice Gym'© and once and for all strengthen your vocal abilities and communication skills to let others see and hear the very best possible version of yourself.

It is a fact of life - the voice is our primary communication tool, and too often others can be turned off by what seem like hesitant, nervous and unconvincing tones. We can even disappoint ourselves when we mentally prepare for something and then in the delivery do not achieve our own goals and expectations. You may even find your voice getting tired and husky at the end of a long day or week? Not any more! These inspirational two days will transform your experience of speaking and give you the skills to confidently express yourself with a versatile and more attractive sounding voice.

**From Ireland's leading Voice Coach, learn the proven techniques, skills and secrets that professionals use to keep a sparkle in their voice.**

**Understand the 7 biggest mistakes that people fall into.  
Avoid these and ensure your voice never lets you down again.**

This practical, inspiring and highly effective course is a must for all voice users. As the only course of its kind in Ireland, participants are shown how to actively change their vocal habits, and feel more confident about how others perceive them. An interactive, safe and enjoyable environment, with step by step coaching and remarkable results.

#### **Course Benefits:**

- Learn about correct body care, breath and relaxation.
- Optimise breathing, sitting and spine alignment to improve the quality of the voice, and avoid sore throats, neck and back aches.
- Implement techniques to effectively warm up your voice, increase your vocal stamina and dramatically improve your tone and clarity.
- Command attention from your listener, and influence their perception of your message.
- Identify the dynamics of your voice, and be more effective in your vocal delivery.
- Unite body, voice and speech to create 'total' communication.
- Understand how others hear your voice.
- Allow the passion of your subject matter to be vocally clear, and ensure the intention of your words is being received by the listener.
- Learn a schedule of rehearsal to reach peak vocal performance when you need it.

**Website Design and Content © 2009 Poll Moussoulides / Voice Coach Training  
All Worldwide Rights Reserved.**

**Voice Coach Training - The Home of Confident, Charismatic Communication**

- Establish a self-monitoring check-list, and learn to self-evaluate as you speak.

TWO DAY COURSE - 23rd / 24th May 2009

DUBLIN CITY CENTRE

Course Fee - €395. This investment includes all handouts & course materials, am & pm refreshments.

(There is currently 0% VAT on training services.)

\*\*\*

**FOR ALL NEWSLETTER SUBSCRIBERS WE ARE OFFERING A MASSIVE EXCLUSIVE DISCOUNT OF €120, IF YOU RESERVE YOUR PLACE BY PAYING ONLINE BEFORE 23rd APRIL 2009. THIS SPECIAL PRICE OF €275 IS ONLY AVAILABLE TO THE FIRST 10 MEMBERS OF OUR NEWSLETTER COMMUNITY WHO BOOK THEIR PLACE ONLINE. DO NOT DELAY [Click Here](#) TO BOOK NOW.**

\*\*\*

**Demand for all of Poll's open courses is always high, and this offer will end as soon as the 10 places have been snapped up. If past events are anything to go by you will need to be quick. Here's what people have said about their training time with Poll:**

*"As a School Teacher of over 25 years, I wish that I had met Poll at the start of my career. For years I have suffered from sore throats and every one or two years I have lost it completely and had to take time off work. Even in the few short weeks since the course I have noticed an unbelievable difference not only in the quality of my voice, but also my breathing is much more comfortable, and shoulder and neck aches are greatly improved"*

*"I found Poll's course inspiring, motivating, challenging and just what I needed to move my career forward. As an exceptional communications expert, Poll offers one of the very best professional development courses I have ever undertaken - both at home and abroad. Not only is the course thorough, well planned and demanding, it is also excellent value for money."*

*"I will never, never take my voice for granted again! Without Poll I would not have realised how easy it is to use my voice in an assertive, persuasive AND friendly way. Before I always lacked the confidence to express myself, now I know I have the tools to be myself the way I have always wanted people to see and hear me"*

**IF YOU KNOW OF ANYONE ELSE WHO WOULD LIKE TO RECEIVE THIS €120 GIFT AND THEY ARE NOT NEWSLETTER SUBSCRIBERS, ASK THEM TO JOIN OUR NEWSLETTER COMMUNITY TODAY AND BE ABLE TO CLAIM THIS AND FUTURE DISCOUNTS**

**They can sign up on any page of our Website  
[www.voicecoach.ie](http://www.voicecoach.ie)**

## About Poll

Poll Moussoulides is Ireland's leading Voice Coach and one of Europe's most sought after Vocal Communications Specialists. His company, Voice Coach Training, creates and provides in-house training courses to individuals and organisations throughout Europe with clients from the highest levels of the Broadcast, Music, Political and Corporate sectors.

Many of us do not want to be famous Actors, Singers or TV Presenters, but all of us who have to communicate with family, friends, colleagues, students, clients and customers would love to be able to do this in an effective and natural way - in a way that we can still be ourselves but yet always get the desired response whenever we speak.

Through this free newsletter Poll wants to reach as many people as possible and share his insights from over 20 years of working with some of the world's most famous faces. He believes that anyone can be a confident and charismatic communicator by applying a few easy to follow techniques.

Please forward this newsletter on to those that would benefit from interesting articles, tips, advice and priority notification of courses and events.

For more information on Poll, please [click here](#)

**Website Design and Content © 2009 Poll Moussoulides / Voice Coach Training**

**All Worldwide Rights Reserved.**

**Voice Coach Training - The Home of Confident, Charismatic Communication**

**Tel: 1890 422 522** (lo-call from anywhere in Ireland)

**International: 00 353 45 456866**

**Email: [info@voicecoach.ie](mailto:info@voicecoach.ie)**

**IRELAND**

**Website Design and Content © 2009 Poll Moussoulides / Voice Coach Training**

**All Worldwide Rights Reserved.**

**Voice Coach Training - The Home of Confident, Charismatic Communication**