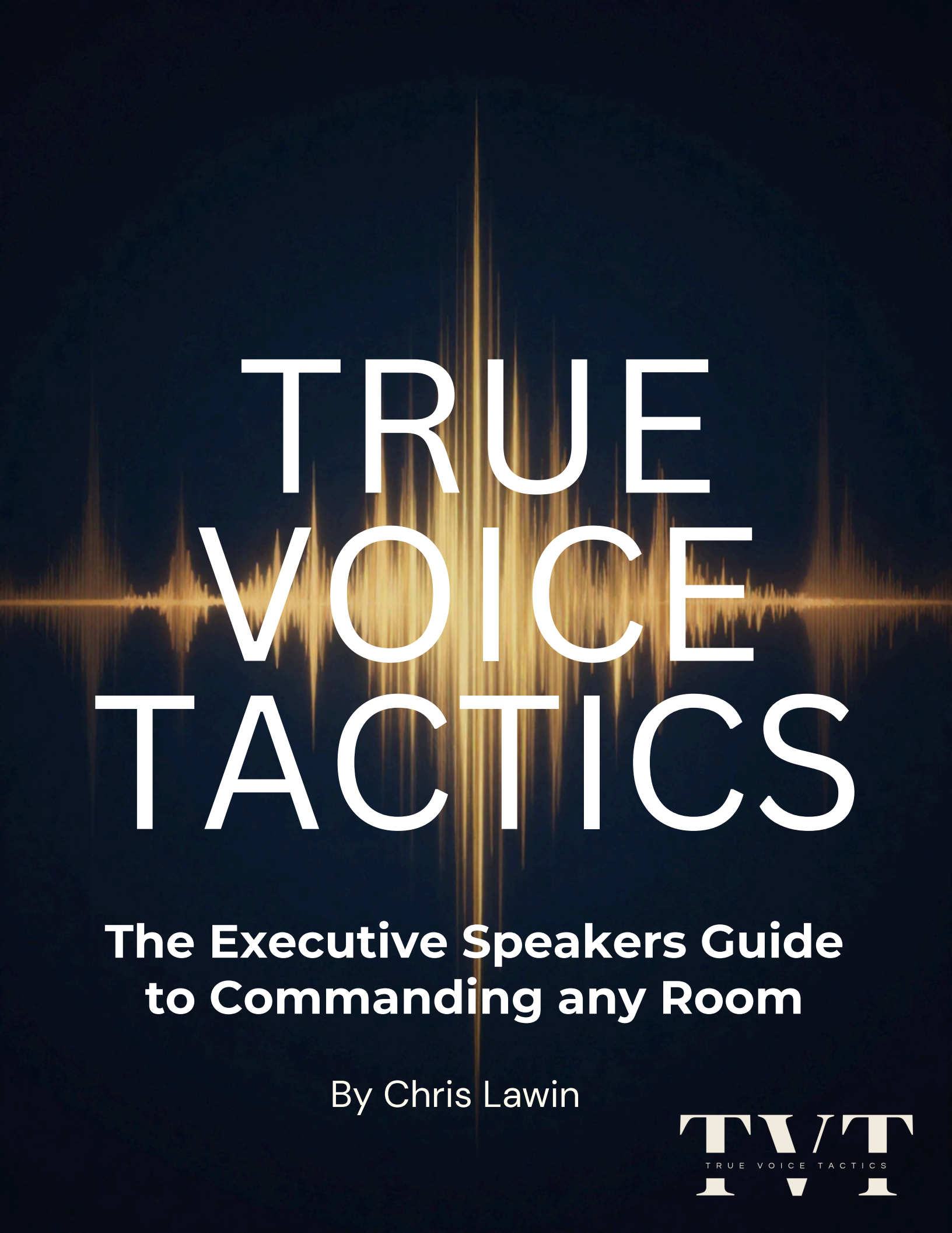




TRUE VOICE TACTICS

**The Executive Speakers Guide
to Commanding any Room**

By Chris Lawin



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WHAT YOU WILL GET FROM TRUE VOICE TACTICS

This tactical training is designed to transform you from a nervous or average speaker into a confident, compelling and authentic communicator. By the end, you will have developed tactical speaking skills you can apply immediately.

True Voice Tactics will train you to:

- Craft openings that instantly capture attention and set the tone
- Speak authentically while maintaining authority and structure
- Use questions, stories, and analogies to make content memorable
- Read aloud with clarity, confidence, and natural expression
- Modulate your voice for emphasis, energy, and emotional impact
- Present source material and data with credibility
- Use visual aids that enhance rather than distract
- Highlight key points so your audience remembers what matters
- Connect using positive and constructive emotional intelligence
- Close with conclusions that inspire action and leave a lasting impression

Your voice is your most powerful tool — this module helps you master it.



CHAPTER 1

The Power of a Tactical Introduction

A tactical introduction is the doorway through which your audience enters your message. It determines whether they lean in with curiosity or mentally check out.

Core Objectives:

- Capture attention through curiosity, contrast, or surprise
- Clarify your purpose so the audience knows where you're taking them
- Establish relevance by connecting the topic to their needs

True Voice Tactics: Powerful Introduction

- Begin with a relatable scenario that mirrors the audience's experience
- Use a compelling statistic to create urgency
- Ask a question that activates thinking
- State the benefit: "By the end of this talk, you'll be able to..."

A tactical introduction doesn't just open a talk — it opens the audience.

Purpose of the Introduction

Capture Attention, Establish Your Topic and Make Your Audience Care

A strong introduction does three things:

1. **Arouses interest**
2. **Identifies your subject**
3. **Shows why the topic matters to your audience**

Your introduction sets the tone for the entire presentation. It determines whether people lean in—or mentally check out.

1. Arouse Interest

Your opening should immediately spark curiosity or emotional relevance. Choose an approach that fits your audience and your message:

- A compelling question

"What would happen to your growth if you walked into your next high-stakes meeting with absolutely zero intention of selling anything?"

- A surprising statement

"We began opening our consultations by stating exactly who our service is terrible for. Paradoxically, being willing to push people away built so much immediate trust that our business grew."

- A relatable experience

"I used to rely on a stiff, rehearsed script. The moment I dropped the act and opened with genuine curiosity, the walls came down—and our business grew."

- A timely news item or trend

"With AI reshaping every industry, the way we present ideas has never mattered more."

Tactical Tip: Before preparing your introduction, take time to understand your audience's current pressures, goals, and concerns. Tailor your opening to what they genuinely care about—not what you assume they care about.

Tailor your opening to what they genuinely care about— Not want you assume they care about.

2. Identify Your Subject

Once you've captured attention, transition smoothly into what your presentation is actually about.

Your audience should quickly understand:

- What the topic is
- Why you're addressing it now
- What they can expect from the next few minutes

Clarity builds trust. Ambiguity creates confusion.

3. Show Why the Subject Is Important

People stay engaged when they understand what's in it for them.

Connect your topic to their:

- Daily responsibilities
- Performance goals
- Pain points
- Opportunities for growth
- Organizational priorities

Make the relevance unmistakable.

Tactical Tip: While preparing your talk, ask yourself:

"What situations are my audience currently facing, and how does this topic help them handle those situations better?" Use your introduction to bridge the gap between their reality and your message.

Clarity builds trust. Ambiguity creates confusion. Make the relevance unmistakable.

Application in Business Settings

Whether you're presenting to clients, employees, executives, or partners, the same principle applies:

People engage when they feel seen.

Observe their environment, challenges, and priorities.

Start with a question or comment that reflects what you've noticed.

Examples:

- *In a sales meeting:*

"I noticed your team is expanding into new markets—let's talk about how communication can accelerate that growth."

- *In a leadership workshop:*

"Your organization is scaling quickly. That means your leaders need tools that scale with them."

- *In a team training:*

"You're juggling multiple projects at once. Today's topic will help you streamline how you communicate under pressure."

Summary

A powerful introduction is not about theatrics—it's about connection.

It should:

- Capture attention
- Clarify your topic
- Demonstrate relevance

When done well, your audience is primed, focused, and ready to receive your message.

A powerful introduction is not about theatrics — its about connection.



CHAPTER 2

Authentic Delivery: The True Voice Standard

Today's audiences reject robotic, overly formal speaking. They want a human voice that speaks with simplicity and authenticity. Authentic delivery is intentional communication that feels natural, confident, and accessible.

Why Simplicity and Authenticity Work:

- Builds trust by sounding real
- Reduces cognitive load for the listener
- Makes complex ideas easier to absorb
- Creates a sense of connection

True Voice Tactics: Simplicity and Authenticity.

- Speak as if addressing one person, not a crowd
- Use natural pacing and everyday language
- Avoid filler jargon and stiff phrasing
- Maintain warmth without losing professionalism

Authentic delivery is intentional communication that feels natural, confident, and accessible.

Purpose of Authentic Delivery

Speaking Professionally with Simplicity and Authenticity

Your audience connects with you when you sound real, present, and genuinely invested in the message you're delivering. A conversational manner builds trust, reduces resistance, and makes your content easier to absorb.

This skill is essential for leaders, trainers, sales professionals, and anyone who communicates for impact.

1. Prepare with Intention

Effective authentic delivery doesn't happen by accident—it's the result of thoughtful preparation.

Focus your preparation on:

- Your message, not yourself
- The key points you want your audience to remember
- Expressing ideas in your own words, not memorized scripts

Avoid sounding robotic or overly rehearsed. Your goal is clarity, not perfection.

Tactical Tip: If you plan to reference data, quotes, or excerpts from reports, familiarize yourself with them beforehand. This allows you to read or paraphrase smoothly, with natural pacing and tone—never monotone or mechanical.

2. Speak with Authenticity

Authenticity is the foundation of compelling communication.

To achieve it:

- Think about why your audience needs this message
- Consider the challenges they're facing
- Let your tone, posture, and expressions reflect genuine care and confidence

When you speak from a place of purpose, your delivery becomes warm, sincere, and relatable.

Authentic delivery doesn't happen by accident—it's the result of thoughtful preparation.

Tactical Tip: Authentic does not mean casual or sloppy. Maintain professionalism by using:

- Clear speech
- Proper grammar
- Confident pacing
- Intentional pauses

You can be authentic and polished at the same time.

3. Connect Through Eye Contact

Eye contact is one of the most powerful tools for building rapport and trust.

Use it to:

- Show attentiveness
- Signal confidence
- Make individuals feel seen and included

When addressing a group, look at one person at a time for a moment before shifting to another. This creates the feeling of one-to-one communication—even in a large room.

Avoid scanning the room mechanically. Instead, make brief, meaningful connections with individuals throughout the space.

Summary.

Authentic delivery is about being:

- Natural, not scripted
- Sincere, not performative
- Professional, not casual
- Connected, not distant

When you prepare intentionally, speak authentically, and engage your audience with confident eye contact, your message becomes more memorable—and your presence more impactful.

Authentic does not mean casual or sloppy— Maintain professionalism.



CHAPTER 3

Tactical Use of Questions

Questions are one of the most tactical weapons in a speaker's arsenal. They guide attention, stimulate thinking, and create mental participation even in silent audiences.

Tactical Questions:

- Rhetorical — provoke thought without expecting an answer
- Open-ended — invite reflection or discussion
- Contrast questions — highlight differences ("What happens if we do nothing vs. take action?")

Why Tactical Questions Matter:

- They break passive listening
- They help the audience connect ideas
- They create emotional and intellectual engagement

A skilled speaker uses questions like a spotlight — directing attention exactly where it needs to go.

Purpose of Using Questions

Spark Engagement, Guide Thinking, and Reinforce Key Points

Thoughtful questions are one of the most powerful tools in professional communication. They help you:

- Capture and maintain interest
- Guide your audience through your reasoning
- Highlight and reinforce important ideas

Questions turn a presentation into a conversation—whether you're speaking to one person or a room full of people.

1. Arouse and Maintain Interest

Questions naturally activate the mind. Even when the audience doesn't answer out loud, they answer internally.

Use rhetorical questions to:

- Spark curiosity
- Challenge assumptions
- Create anticipation
- Invite reflection

Examples:

- *"What would your team accomplish if communication barriers disappeared?"*
- *"Why do some strategies succeed while others fail under the same conditions?"*

These questions pull your audience into the topic before you even begin explaining it.

2. Guide Your Audience Through Your Reasoning

Questions can help your listeners follow the logic of your message step by step.

Use a sequence of questions to:

- Build a case
- Lead your audience toward a conclusion
- Help them connect the dots on their own

A skilled speaker uses questions like a spotlight — directing attention exactly where it needs to go.

This technique is especially effective in:

- Sales conversations
- Leadership training
- Problem-solving discussions
- Strategic planning sessions

When people arrive at the conclusion with you, they're more likely to accept it and act on it.

3. Emphasize Key Points

Questions can highlight what matters most.

Use them to:

- Introduce a major idea
- Transition to a critical section
- Reinforce a takeaway
- Review what was just covered

Examples:

- *"So what does this mean for your team's workflow?"*
- *"What's the one shift that would make the biggest impact here?"*

Questions signal importance and help anchor the message in your audience's memory.

Tactical Tip: When referencing data, case studies, or reports, follow up with a question that draws out the key insight.

For example:

- *After sharing a statistic:*
- *"What does this number tell us about our current approach?"*
- *After presenting a case study:*
- *"Which part of this scenario feels most familiar to your team?"*

Questions turn information into relevance.

Questions signal importance and help anchor the message in your audience's memory.

Application in Business Conversations

In one-on-one or small-group settings, questions become even more powerful.

Use them to:

- Understand the other person's perspective
- Identify needs or concerns
- Encourage participation
- Build rapport
- Uncover motivations

Listen attentively to their responses.

Use discernment to decide when to ask follow-up questions and when to simply let them speak.

Examples:

- *"How is this challenge affecting your team's productivity?"*
- *"What outcome matters most to you in this project?"*
- *"What has worked well for you in the past?"*

Thoughtful questions show respect, curiosity, and professionalism.

Summary.

Strategic questioning helps you:

- Engage your audience
- Guide their thinking
- Reinforce your message
- Build stronger connections

When used well, questions transform your communication from a monologue into a meaningful, interactive experience.

Thoughtful questions show respect, curiosity, and professionalism.



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