



Virtual Reality

Tactics for Improving Your Presence and Communication with Vocal Inflection



Presented by:
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ELEVATE
MARKETING ADVISORS

Why is inflection important?



We can distinguish only 150 hues of color.



The average human ear can distinguish 1,378 differences in tone.



Hearing is almost 10x more sensitive than our eyesight.



How you say something is five times more important than what you say.



Reality is in the EAR of the beholder!

The 4 Ps

**How to get
your message
across as
intended.**

Pitch - How high or low your voice is.

- Inflection is when pitch is altered to convey meaning.
- Timbre is the texture of your unique voice.
- Vocal variety shows emotion.

Pace - How quickly or slowly you speak.

- Inflection is when pitch is altered to convey meaning.
- Timbre is the texture of your unique voice.
- Vocal variety helps express emotion.

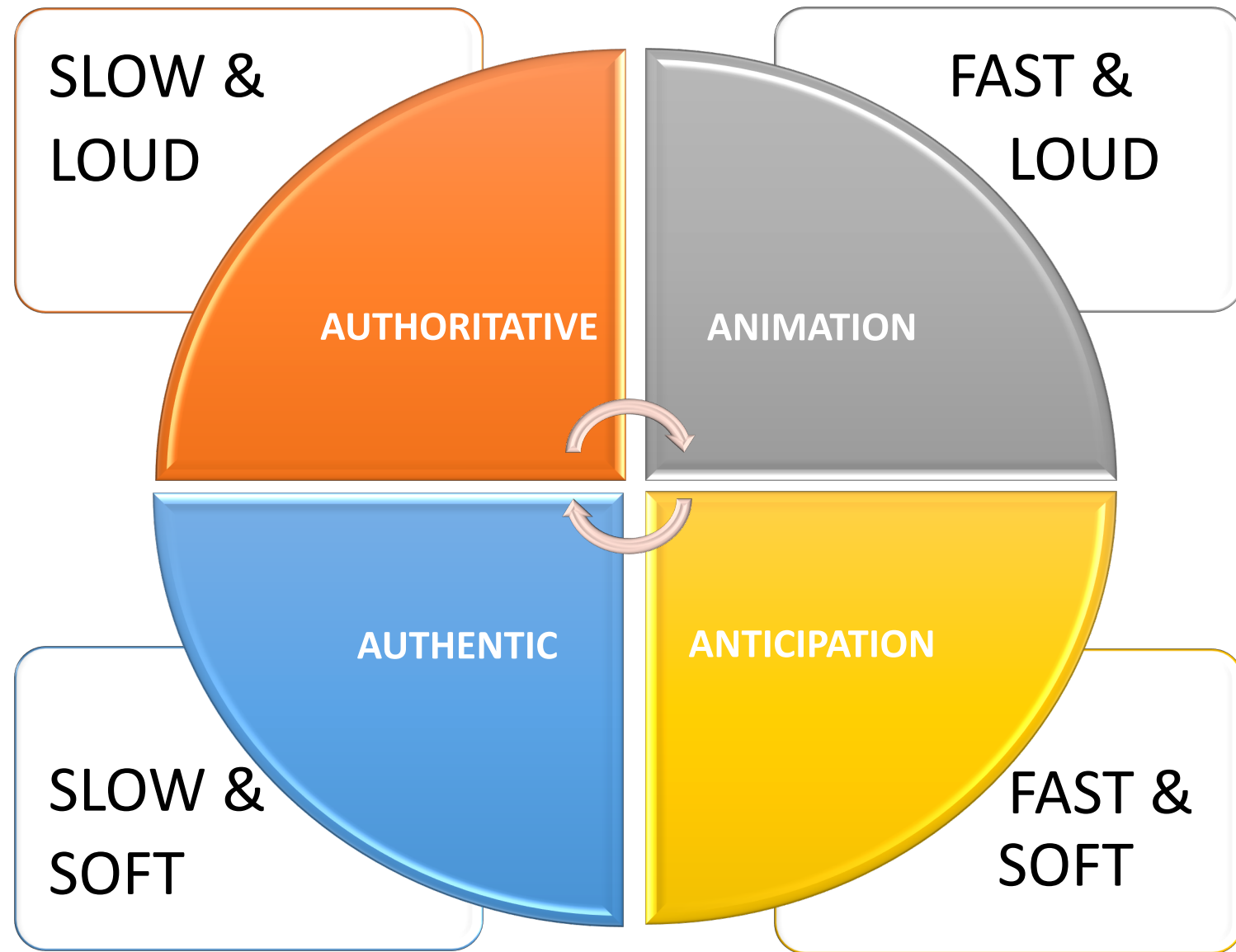
Power - How loudly you speak.

- Project your voice.
- Use volume to convey emotion.

Pause - The space between phrases.

- Pauses increase comprehension.
- Pauses create suspense or emphasis.
- Avoid vocalized pauses such as um, ah, so...

Master the 4 Ps for vocal variety.

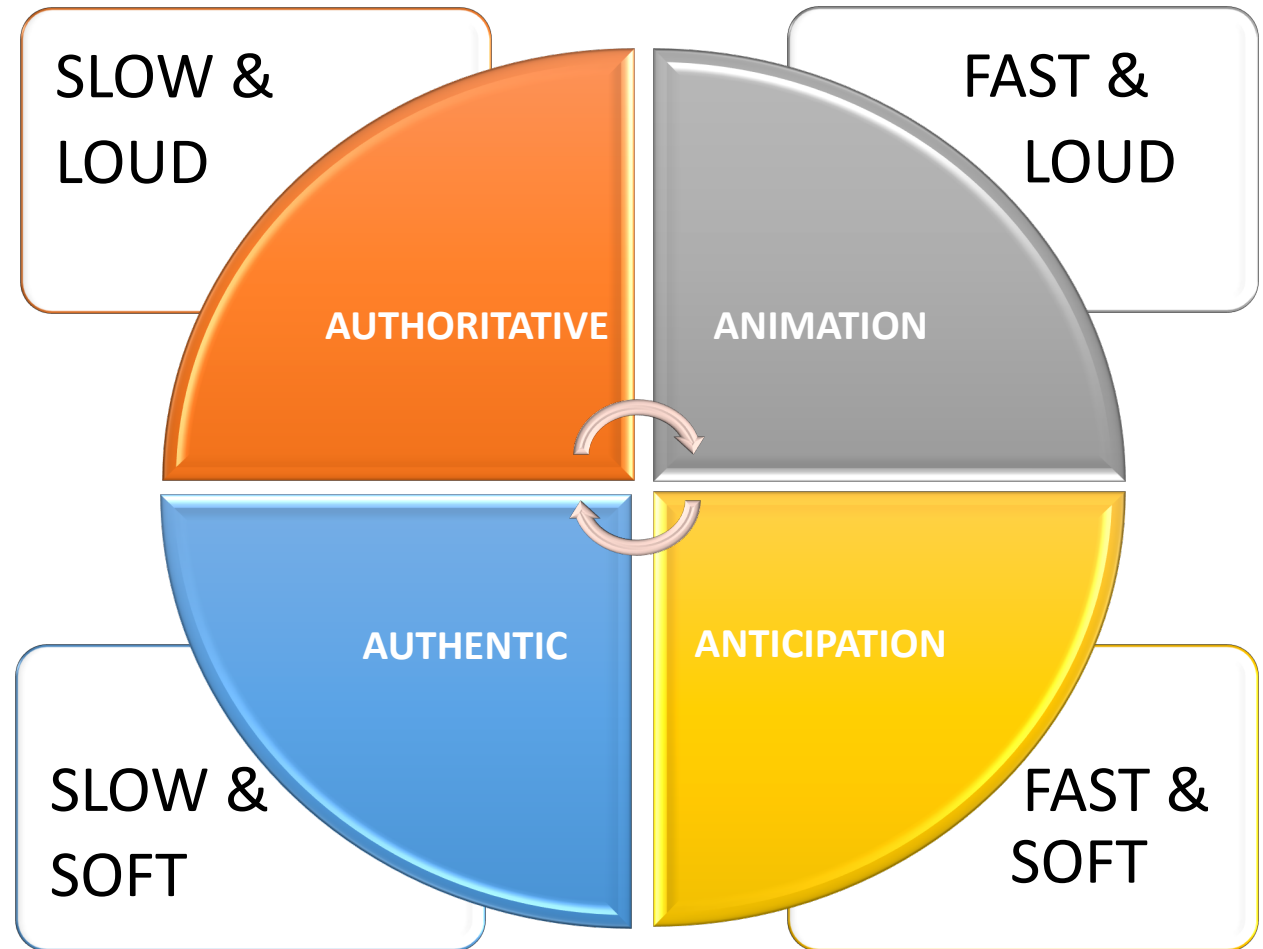


EXERCISE:

Let's try it out.

Say the following sentence:

SMPS is a diverse community of marketing and business development professionals working together to move the A/E/C industries forward.





VOICE IS STATIC.

**INFLECTION IS
DYNAMIC!**

Upward Inflection



DEFINITION:

A change in pitch going from a lower to a higher note within the vowel.



CONVEYS:

Questioning, insincerity, surprise, and suspense.



HOW TO USE IT:

Raise the pitch at the end of these words.

No!

Wow!

Really

Downward Inflection



DEFINITION:

A change in pitch going from a higher to a lower note within the vowel.



CONVEYS:

Confidence, finality, power, and certainty.



HOW TO USE IT:

Lower the pitch at the end of these words.

Done

No

Go

Double Inflection



DEFINITION:

A rising and falling or falling and rising of pitch within the vowel.



CONVEYS:

Confidence, finality, power, and certainty.



HOW TO USE IT:

Raise and lower the pitch at the end of these words.

Done

No

Amazing

Level Inflection



DEFINITION:

No change in pitch within the vowel.



CONVEYS:

Disinterest or indecision.



HOW TO USE IT:

Don't vary your pitch.

Ok
Maybe
Fine

EXERCISE:

Let's try it out.

**Each time you say the sentence,
put the inflection on the underlined word.**

"I did not say he lost the keys."
If not you, who said it?

"I did not say he lost the keys."
Maybe you lost them?

"I did not say he lost the keys."
I guess someone else lost the keys.

"I did not say he lost the keys."
Perhaps he gave them away?

"I did not say he lost the keys."
Gee! I hope he didn't lose the car!

To master inflection
you must practice!

**Notice how the sentence changes based on
where the inflection is placed.**

Q&A ??????????



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