



## Immediately Impress on Zoom

**Are you suffering from Zoom fatigue? Do you feel like you have zero executive presence online? We're help to fix that. Melanie has compiled some of her favorite and fastest tips for improving your voice and gravitas over Zoom.**

### **Tongue placement**

American English speakers place their tongues in the middle of the mouth, creating a muffled effect. Speaking with your tongue in a forward placement will allow for a crisper sound that will project farther and carry gravitas.

### **Breath**

Melanie advises you to think of breath as fuel for the fire, the fire being your voice. If you aren't getting deep breaths from your diaphragm, your voice won't be as strong and may sound strained, high pitched, and lack resonance. To learn more about how to breathe from your diaphragm, see Melanie's new book, *Seduce by Breath*, available for pre-order.

### **Hardware**

Your setup can make an impressive difference in your Zoom presence. In particular, a microphone and lighting will go the distance. For less than \$100, you can eliminate the harsh sounds of your built-in laptop microphone. Melanie recommends the Snowball microphone available at major retailers like Target and Amazon. Additionally, you can improve your lighting with a few easy steps. First look for a spot that has natural light. Test the natural lighting of your work area for various times of the day as the natural light will move and change. If that isn't workable, use multiple lamps and ring lights to light you from multiple sides to ensure you can be seen clearly.

### **Chin placement**

On video calls, make sure your chin is parallel to the floor and your screen is eye level. If your chin is pointed upward or downward, you negatively affect breath and thus affect your voice. This can cause a muffled sound or strained vocal cords at worst.

### **Say what you're thinking**

When you are speaking there are two conversations taking place: one is coming out of your mouth and the other is the internal dialogue you have with yourself. Your audience can "hear" both. A quick fix is to say your target internal dialogue out loud, which changes your mindset and your brain chemistry. For instance, try saying, "I'm an excellent and warm public speaker, and I'm excited for this presentation!"

### **Mindfulness**

There is a cognitive dissonance when you're on Zoom. You are technically making eye contact with someone, but it's just a screen, and our primitive brains are not fully equipped to understand this and make the needed connection. That is why so many individuals feel Zoom fatigue because their brains are working overtime to connect. A way to combat this cognitive dissonance and achieve connection digitally is through mindfulness. We are all constantly doing or thinking about multiple thing. Since our internal and external conversations are aligned as discussed above, we need to re-train ourselves to be mindful on our Zoom calls and in the moment. Turn off slack, silence your cell phone, and truly be in the present moment with your colleagues.

**We hope you found our guide helpful! You can reach Espeland Enterprises for 1-on-1 and corporate training, or invite Melanie to be a speaker at your next virtual event.**