

# The Top Tools to Captivate Your Audience



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## Voice & Communication Expert

Stephanie is a classically trained singer turned voice, presentation and sales coach. She moved to New York City and performed in operas, musical and cabaret before creating her business, The Empowered Voice. For over 20 years, she has helped singers, speakers and business professionals leverage their voice for more influence, authentic connections and increased sales. Founder of Empowered Business Networking, Stephanie also trains business professionals in her proprietary Power Partner™ process to create intentional partnerships that open doors. Whether performing on stages or speaking in the boardroom, Stephanie's mission is to help people be the voice of their passions.

As an avid networker and speaker on stages of all sizes, I'm often approached with, "I love your energy", or "I heard you speak and felt I had to introduce myself."

I pride myself on being able to call forward my ideal prospects and referral partners in the room. I once went to a networking event with a friend and told her that at an event with at least 25 people, I never leave with less than 5 good leads, even if I only have 30 seconds to speak. I could tell she was intrigued but doubtful. That day, 7 people approached me after my introduction and handed me their business card wanting to set up a call. I made my point.

Some people might claim that I have some unfair advantage, like being extroverted or that I was born with a natural talent that allows me to be charismatic.

But in all honesty, I had to work diligently on specific skills to learn how to connect more powerfully with those around me. I was awkward in grade school. In high school, I only felt comfortable when I was on stage performing. It was not until I went to college that I started to develop my **Captivating Voice** that eventually led me into an entrepreneurial career.



Being Captivating means knowing (1) what to say and (2) how to say it to be influential in any conversation. Here are two powerful toolsets that will help you find your **Captivating Voice**.

## 1. Vocal Variety. The sound of your voice matters.

Your voice is energy that is born of your thoughts and feelings. It leaves your body and literally touches the ears of your listener. It carries conscious and unconscious messages that influence those around you. Your mood, energy level, beliefs, style, and personality are all reflected in the sound of your voice.

I often ask people if they love the sound of their voice – not in an egotistical way, but in an honest assessment of what their voice sounds like to them. Sadly, it is rare to hear a “yes.” If you don’t love the sound of your voice, what does that do to your message?

The #1 skill that allows you to adjust the sound of your voice to create any style and to develop a captivating delivery is Vocal Variety.

### Vocal Variety is broken down into what I call the 4 P’s.

1. **Pitch** – how high or low you speak
2. **Pacing** – how fast or slow you speak
3. **Punch** – moments of impact ex: suddenly raising the volume or speaking softly
4. **Pause** – allowing your listener to take in what you said

The dance between these 4 P’s is your speaking style. It will vary based on your personality and your intention. Are you speaking to inform, educate, entertain, influence, inspire – or a combination of all the above? To make an impact, you choose your style intentionally and then you pay attention to the energy and needs of your audience, so you can shift at a moment’s notice. Every audience is going to have a personality and a set of values that your voice can influence. That leads me to a skill that adds jet fuel to Vocal Variety.

## 2. Powerscripting™

Just like you need to alter the sound of your voice to create interest, you also need to alter your script to speak to the different values of your audience members. If you focus on facts and statistics, that will make a different impact than telling jokes or sharing personal stories. Powerscripting™ is a copywriting skill based on a communication method called B.A.N.K.®

Science has shown that there are 4 basic personality types. B.A.N.K. is the only personality-based methodology in the world that has been scientifically validated to predict buying behavior in less than 90 seconds.

This means you can use it to create influence in any conversation. It is especially impactful on prospecting and sales conversations.

### **B.A.N.K. is an acronym that stands for Blueprint, Action, Nurturing, Knowledge.**

- Blueprints are inside the box. They are rule followers. They value stability.
- Actions are outside the box. They are rule breakers. They value lifestyle.
- Nurturing types recycle the box. They are willing to bend the rules to do the right thing. They value giving back.
- Knowledge types engineered the box. They question the rules. They value information.

Which one are you? In truth, you are all four. The key is the order in which each type is valued. This order is called your BANKCODE®.

I am an ANKB. If someone speaks Action/Nurturing language, I am almost always influenced to say yes. If someone leads with Knowledge/Blueprint, I am very likely to say no. Much like a pin code for your ATM card, you must enter the BANKCODE in the right order to get the yes.

When speaking to groups, it is essential to vary your presentation between all 4 types. This creates charisma and captivates your audience. When I mentioned that I can call forward prospects in a 30-second presentation, it's because I speak the language of my ideal client and their personality type.

The ability to speak, hear and write in any personality type is called Powerscripting. This is a skill I teach my clients. The first step to learn about this method is simple because it comes in the form of a gift.

First, know thyself. What is your BANKCODE? To find out, simply take this assessment at this [LINK](#). You will receive a free personality report all about what makes you say yes. I'll also send you "The Top 3 Speaking and Networking Tips by Personality Type" so you can connect deeply and generate leads everywhere you go.

When you know what to say (the script) and how to say it (the delivery) – you too can be captivating and call forward your prospects when networking, on social media, and in 1:1 conversations.



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