Stephanie Bonte-Lebair

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.

Leveraging Your Digital Voice

Did you know when you leverage your digital voice, you create a powerful connection to others that ideally attracts your ideal client?

With the large amount of networking, marketing, and speaking opportunities online, it's imperative that you are able to use your voice powerfully in a digital world. Hearing someone's voice makes a connection that written communication cannot duplicate.

Your digital voice helps you create authority as well as build a community that feeds your business on a regular basis. The key is knowing how to leverage it.

In previous articles this year, I introduced you to my Vocal Empowerment Method that focuses on 3 voices you need to be captivating: (1) Your Spiritual Voice, (2) Your Physical Voice, and (3) Your Mental Voice. These voices will support you as you start to show up in bigger ways online.

Here are some key strategies you can implement immediately to broaden your digital vocal footprint.

1. Decide to show up in a bigger way online.

This may seem simple but understanding the importance of showing up powerfully online doesn't always translate to taking aligned actions.

The most effective ways to use your voice online are when you network, make videos, go on podcasts, and speak to people. Yet, many of us get bogged down in email marketing, creating social media posts, and sending private messages.

This can lead to frustration, wasted time, and even heartbreak as passionate business owner struggle to find clients and build relationships in this digital world.

If you are a service-based entrepreneur who can work with anyone, anywhere, there has never been more of a need for a strong online presence that cuts through all the noise. We've spent over a year dealing with a global pandemic, and we are starving for connection. Watching someone speak and hearing their voice helps shorten the time it takes to develop the know, like and trust factor that leads to sales.

So how do you get started?

2. Speak to create content.

Every time you speak, you can say something new and even profound. Verbal processing can allow you to access ideas from a unique perspective. Capturing these ideas is the key to leveraging your digital voice to create content.

Here are several ways to speak to create content.

a. Speak into a digital recorder when inspiration hits.

I often speak into my phone while driving or when I want to talk through an idea out loud. In fact, I wrote a whole musical by speaking and singing it into my phone.

b. Book interviews on podcasts or live video shows.

Interviews lead to great questions, which lead to inspired answers. I love to speak unscripted and often hear myself saying something new and fresh that I can share elsewhere in my marketing.

c. Create your own videos (and start with a great title).

Even setting the intention of creating a video on a specific topic can lead to inspired new material.

I have often created new methods and tips off a great video title. "The Top 3 ways to…." "The #1 skill to…"

Once the title is chosen, I'm also a fan of live videos that allow me to speak in a conversational style and use my topic as a guide.

d. Book speaking gigs online or in person.

Every time I book a speaking gig, I consider my audience and tweak my material to fit what I know about their pain points and vision. I don't have to have it all worked out before I book a speaking engagement.

BONUS TIP- Record all your videos, podcasts and speaking engagements so you can easily move to the next step in expanding your online impact.

3. Repurpose Your Content Consistently

I was recently challenged to create 52 weeks of content for my nurturing campaign. At first, this felt way too overwhelming. Then, I realized that there are so many ways to not only create content but repurpose content I already possess.

Here's an example of my current favorite blueprint for putting out new content.

- On Friday, I send an email announcing the topic of my Monday Live Video.
- On Monday, I do a Live Video that streams to Facebook and LinkedIn.
- On Wednesday, I create a Blog from my video.
- On Friday, I post a Tip from my video.
- Once a month, I send a "You Might Have Missed This" email with links to the past month's Facebook Lives as well as my Blog Posts.

To make content creation even easier, two of those live videos are 15-minute interviews with a growing business owner. This is a powerful strategy to build partnerships and provide value to my community.

When you are willing to show up, use your digital voice, and create a strategy to push your content into the world, you'll start to stand out and be captivating!

If you want to use your voice in a bigger way online (especially in your marketing, networking, and speaking), sign up for a Captivating Communication Audit. This includes an online assessment and a coaching call with Stephanie. **Use the Coupon "M3MAG" for a deep discount**.

LOVE THE SOUND OF YOUR VOICE

when you Network & Speak!

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