

What does your business sound like? Do you routinely assess your company's audio messages as if through the ears of the intended audience? This includes your voice messaging system, sales presentations, eLearning, commercials, and...well, you get it – the list might be long, but take stock of it all. Are you *fully* engaging your customers and community with a voice that means and matches what you want to say? Are your messages updated to keep them fresh and your customers engaged? Is audio quality clear and audible? Use this Voice Assessment Tool to take stock today!

- 1) Take an inventory (no, this isn't a 12-step program!) of your key audio message items or message groups, for example web presentations, e-learning; sales presentations; IVR (Interactive Voice Response) or messaging system. Wait...did you stop to think of the mobile messages that likely abound in your company? What kind of impression are they leaving? Does your company define any key, standard points that should be included in mobile messages?
- 2) Identify the key message points of each. Do they reflect the current value propositions, marketing messages of your organization?
- 3) Indicate the intended audience for each message. Is the target audience currently addressed?
- 4) Audit your messages – listen to them as objectively as you can. If you think you can't be objective, ask a trusted colleague or friend to listen and give their honest opinions.
  - a. When was each message/message group, last updated? Craft an Audio Message Strategic Plan that includes update frequency for your message/message groups.
  - b. What is the current tone and energy of the message? Casual, professional, compassionate? Is the message tone and energy consistent with what it should be? If you are a funeral parlor, your message will have quite a different energy than that of a sports club. If your target audience is young and trendy, perhaps your message shouldn't be over-articulated.
- 5) Capture your data assessment. Develop an Audio Message Strategic Plan to map out and track your actions. Plan for correction, enhancement, and additions to your current audio inventory.

By taking this inventory you are substantially ahead of most businesses which have merely grown their audio messages organically, with no assessment and worse yet, no plan! Contact Yvonne Schwemmer, YourProVoice today for assistance with your Audio Message Strategic Plan.