

Bonnie MacDonald Vocal Needs Assessment Report

Background

- Oldest child, but no authority, just responsibility
- Talked a lot, directing the play of the family
- In highschool had a teacher didn't want to read
- In choir girl said hideous voice
- Manager of a large store
- Training and sales and product presentation - exciting
- Did Toastmasters for a year, in USA , was fun
- From LA originally
- Very positive attitude
- 2012 wrote a book how to get a job you love - might relaunch and read it
- Presentations - need to nail down the message
- Been to some networking meetings
- 30 second pitch falters
- 60 going on 16
- Conducting interviews on camera
- Working with Aura for clarity

Challenges

- Confusing clients with too much info
- Clients are in overwhelm, need calm and stability
- Doubt voice - high and screechy
- Stumbles and goes fast
- 30 second pitch is mortifying
- Getting better at ums and ahs

Goals

- Get message together and speak it clearly
- Clarity
- Presenting booth for a client
- Planning and presentations and workshops
- Voice over work for video
- Video presentations
- Webinars
- Adaptability vs personality overwhelm

Ideal Voice

Warm, inviting, calm, stable, solid, wanna hear more, paying attention, sitting forward to listen, adult, authentic, people want to be around, serious in a good way

Between

- Remembering lines
- Time and practice
- Consistency
- Likes to do homework - currently over subscribed
- Lisa Sasha Beach speak to sell
- Open and ready
- Interview skills

Observations

- “Out” energy
- Controlled without power

Next Steps

- Online Unleash Your Voice - watch Harmful Habits - Pleasing Patricia and Speedy Sally
- Video Journal exercise
- Work on elevator pitch at Practice Lab