

The 7 Minute Presenter Power Warm-up

93% of what you first communicate to a customer comes from your body language, presence, vocal tone and quality.* Only *seven percent* from the words alone. These simple daily exercises below will increase your ability to communicate clearly and effectively and give you a distinct selling advantage over your competitors.

The Warm-up

1. **Breathe** (60 seconds) “Communication starts with the breath”
 - Inhale deeply from diaphragm, hold for four counts, exhale for eight.
 - Repeat 4x to oxygenate your body and brain

2. **Release tension** (90 seconds) “Tension is the enemy of good communication”
 - Sit in a straight-back chair, feet planted on floor
 - Starting with your head, tighten each muscle group and hold for 10 seconds, then release
 - Continue tensing and releasing different muscle groups, paying special attention to areas where you feel tension.

3. **Focus on the face** (60 seconds) “Does your face match your words?”
 - Eyebrow lifts: Move the eyebrows up and down rapidly, then hold. Repeat a few times until they move easily.
 - Jaw release: Open your mouth as wide as you can, extend the jaw and rotate it clockwise 5x. Change directions. On the final rotation stop when you feel tension, tighten, hold for 5 seconds and release.

4. **Energize** (60 seconds) “Move the body and the mind will follow”
 - Stretch: Reach for the sky, side bends, touch your toes
 - Shake out your arms and legs, hop or jump in place

5. **Warm up the mouth** (60 seconds) “Clear and concise conveys confidence”

Warm up different parts of the mouth by repeating the following consonants:

 - For the lips: Ba-ba-ba-Pa-pa-pa (5x)
 - For the tongue: Ta-ta-ta-Da-da-da (5x)
 - Back of the throat: Ka-ka-ka-Ga-ga-ga (5x)

6. **Increase your range** (60 seconds) “Eliminate the monotone”
 - Take a deep breath and on an “ah” sound, exhale starting at the highest note you can possibly hit as you , then try to smoothly slide down the scale to the lowest point as you complete your exhale
 - Reverse and start at your lowest point and slide up the scale
 - Repeat 3x

7. **Articulate with tongue twisters** (30 seconds) “Avoid tripping on tricky words”

Try saying each of the following quickly 5x in a row. (Tip: over-enunciate for precision)

 - Sushi chef (5x)
 - Toy boat (5x)
 - Worldwide web (5x)
 - Unique New York (5x)

8. **Add vocal power** (60 seconds) “Command attention with your voice”
 - Pick a point on a far wall and imagine you are throwing a baseball
 - On a hard sound, like “ba” or “pa” throw the sound so that it “hits” (i.e., release sound and breath at same time) the designated spot on the wall (10x)



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*Albert Mehrabian “Silent Messages