



The Hudson Voice Technique for Lawyers



The world's first and only professional technique for
effective and persuasive legal communications

Win your argument

IMPORTANT ANNOUNCEMENT



**THE LAW SOCIETY OF ENGLAND AND WALES HAS
ANNOUNCED THE ACCREDITATION OF THE WORLDS
FIRST AND ONLY TECHNIQUE FOR EFFECTIVE
AND PERSUASIVE LEGAL COMMUNICATIONS.**

“...the Hudson Voice Technique is an excellent way to learn how to use and control the voice more effectively, and the skills acquired can be adapted for various purposes useful for solicitors; advocacy, presentations, public speaking generally, also for more effectively presenting an argument in a meeting or a negotiation, not to mention anyone who might want to set up a sideline in voiceovers.”



Susan Brown, Assessor, Solicitors Regulation Authority

“You know what to say, we teach you how to say it - professionally”



Hello, I'm Steve Hudson.

You might wonder why a lawyer with all his or her experience would benefit from learning the Hudson Voice Technique.

Well, everyone has a unique speech pattern; it's our verbal DNA. We start speaking at about the age of two by mimicking our parents. From then on we develop a unique speech pattern. We learn words; a language; an accent; speed and tone. These are influenced by our parents, friends and school.

We were taught how to read at school, but the problem was that we were only taught to string words together because a communication technique didn't exist, there were no rules.

This means that we speak instinctively, which the Oxford Dictionary describes as 'unlearned'. In other words we're guessing. It may be an educated guess but a guess none the less.

On the other hand, the Oxford Dictionary describes technique as follows:

- A set of specific rules which determine the degree of excellence.
- The degree of skill or command of fundamentals exhibited in any performance.

Actors are amongst the best communicators in the world. This is because they have had two years training. Our unique course has the same result, but takes only 30 minutes a day for seven days.

I was lucky enough to share a class at the Royal National Theatre with one of the worlds best actors, Laurence Olivier. I asked him: *"What is the secret of verbal communication?"*

He replied: *"Knowing what to do with the words"*. I think he realised I was disappointed with his answer, so he added: *"It's like playing a musical instrument - you have to know what to do with every note. If a concert pianist plays the piano like some people communicate in business or on television, they would have no audience."*



That was great advice and the start of my journey to creating the worlds first and only technique for presentation skills.

The Hudson Voice Technique will change your speech pattern from instinct to technique and can be put into practice immediately.

It is a life skill and guaranteed to improve your presentations.

I hope you enjoy reading all the information in this brochure. If you have any questions I would be delighted to hear from you.

A handwritten signature in blue ink that reads "Steve Hudson". The signature is fluid and cursive, with the first name "Steve" being more prominent than the last name "Hudson".

Steve Hudson

MEDIA
AWARDS

TMT NEWS

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UK
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AWARDS
2017

What is wrong with the way people communicate?

Have a look at this survey

A survey*, conducted in 2018, of 1127 students, lawyers and executives found that there are 7 common mistakes made when we speak. We all make at least 3 of them.

73% Talk too fast.

The listener can't keep up. Learn to slow down the rate of speech

81% Run sentences into each other.

The listener gets confused. Learn the 3 golden rules

43% Use a rising inflection

Reflects lack of knowledge. Learn to sound positive and confident

29% Lack energy

Sounds boring, listener tunes out. Learn to energise when you speak

34% Emphasise the wrong words

You're not getting the message across. Recognise Red Flag Words

18% Speak in a monotone

Lose the interest of the audience. Learn the right pitch

32% Leave sentences open

Reflects indecision. Learn what to do at the end of a sentence (and I don't include 'stop and breathe!')

*survey by Voicemaster International of their students

“The Hudson Voice Technique not only works, it really makes a difference.”

Nick Deal, barrister and legal trainer

As a Justice of the Peace for over ten years, I have often been underwhelmed by the style of delivery of some lawyers in court. Very few seem to grasp that not only the content of the speech, but the manner in which it is delivered are important. To aid the active listening, note taking and comprehension which all magistrates must achieve, a compelling and easily comprehensible delivery is vital.



The reverse is also true. A monotonous, dull and 'grey' delivery, full of odd verbal quirks or rushed through, can have the effect of alienating agents of the court rather than persuading them. I am certain that if all court advocates were trained in your method, court sittings would be more interesting and, more importantly, the advocates more compelling on behalf of their clients.

Elaine Thompson, Justice of the Peace



I spend a lot of time training people to give evidence in court. It's not just lawyers who have to make a good impression. Confidence and the ability to convince others is vital in most jobs. I trained in the Hudson Voice Technique, which is probably one of the most useful skills I've learnt. I found it practical, straightforward and enjoyable. It's a great tool for me personally, but also when I'm preparing witnesses for their cross examination. The Hudson Voice Technique not only works - it really makes a difference.

Nick Deal, Barrister and legal trainer.

The 7 Elements of the Hudson Voice Technique for lawyers

*“...not only the content of the speech, but the manner
in which it is delivered are important...”
Elaine, Justice of the Peace*

Read and speak slowly

An alarming 73% of people talk too quickly. This makes it difficult for the listener to assimilate and analyse information. It is also irritating to listen to. This element will teach you the secret that Frank Sinatra and Ella Fitzgerald used so well. You will be able to speak faster or slower depending on the subject.

Read and speak with energy and enthusiasm

This element will make you a more dynamic speaker.

Energy equals enthusiasm and it's contagious. So many people talk without energy and become what I call talking heads, which frankly is boring! You have to learn to use your body correctly and talk more positively.

Starting and ending sentences

This will make it easier for people to retain a higher percentage of your valuable information

Most people run one sentence into another, which confuses the listener because there is usually no differential between the end and the beginning of sentences.

In this element you will learn the three vital things to do at the end of a sentence (and I don't include stop and breathe).

This element will make you sound more confident and authoritative. When you sound more confident, your audience will have more confidence in you.

The rules for reading and speaking are the same in any language

When you speak you are presenting to others.

When you read you are 'presenting' to yourself.

Words are instructions from the author. Learn to recognise them.

Creating blocks of information

This will put you in control.

One of the most important points we need to remember about the process of spoken communication is that apart from clearly separating sentences, we must also recognise and separate individual blocks of information within the sentence.

You will learn what a mental comma is and how to use it.

Read and speak softly

Remember: words are the power of persuasion.

Here you are going to learn to really to control your voice like a musical instrument. There are several tones you can use and at the end of this element you will be able to use them right on cue. You'll also learn how to use your no. 5 voice. A softer voice is more confidential and sincere.

Recognise red flag words

You will feel and sound more confident.

In this element you will learn to identify the appropriate words to emphasise and at this stage you will learn how to vary your pace, volume, tone and pitch.

Red flag words are instructions from the author. The author maybe you but it is vitally important to recognise these instructions in order to sound more interesting.

Putting it all together

This is a mini acting lesson. When using all the elements at the same time, you are painting a word picture and you need every colour and tint on the palette.

“By creating the Hudson Voice Technique, Hudson has established himself as the world’s leading communication skills trainer.”

James Grant, CEO, Testsonthenet



One of my problems was that at certain times I spoke too fast. I attended several courses and received helpful hints, but no technique.

The Hudson Voice Technique has made a real difference in my confidence in public speaking, in addressing the court and communicating with clients.

Wendy Kristalle, JD, California

Before taking your course I thought I was an effective communicator who could talk easily with clients, disseminate information and argue effectively. However, having completed the course and by using the technique you teach, I am finding that I am far more effective in the advocacy undertake. I think the reason for this is because far more of what I have to say is retained, and your technique has instilled in me so much more confidence. Thank you for perhaps the most enjoyable and educational course I have attended.

S.H. Robinson, Director at C & R Legal Limited



Thank you for a most enjoyable and informative course, which even as an experienced speaker, I found to be of great value in understanding how to use my voice and achieve a greater impact in delivery.

Mark Shulman, Consultant Solicitor, Keystone Law

Studying court bundles can be an arduous task.



The rules for speaking and reading are the same.
Dr. Sarah Davis found the following:

"I would just like to let you know how the techniques I learnt on the course have helped me study for my Masters degree. Through my own

experience, it is assumed that reading is a given for the academic student. However, the Hudson Voice Technique improves the efficiency with which one reads and helps to absorb and assimilate information more effectively."

Dr. Sarah Davis, MBChB

If English is your second language...

I've always admired people who speak more than one language because speaking a 2nd language gives you more opportunities in life and business. To be confident and successful you must be professional because when you speak in your own language, it takes a second to work out vocabulary, grammar and pronunciation. It is therefore much more difficult when you are speaking a second language because it will take a second longer and that's enough delay to cause a mistake which in turn makes you more nervous and you speak faster. Consequently, it is more difficult for the listener to keep up with you and absorb your information. This technique will also give you an advantage at job or promotion interviews because the interviewer will have more confidence in what you say.

The biggest problems with speaking a 2nd language are speaking too fast and with an accent. There are seven common mistakes made when speaking (in any language) and we all make at least three of them (see survey on page 6).

The Hudson Voice Technique will slow your rate of speech and give greater clarity by reducing your accent.



Your training is invaluable to the career of any budding lawyer or even a senior lawyer. We seldom realise that we have been speaking for years with incorrect technique and much lesser impact than we are capable of. It is only after doing your course, that one realises the frequent mistakes one makes with the speed of speaking, placing emphasis in the wrong place and inappropriate intonation. Your course helps one realise the potential of one's own voice and speaking style. After doing your course, I realised the potential increase in impact I could make on my audience in court or elsewhere.

Sumeet Pushkarna,
Practitioner at the Indian Bar, with over two decades of very varied experience of litigation in the Higher Courts in India.

Although I've been speaking English for many years, Korean is my first language and this technique has helped me considerably, even at this stage. This technique covers the essentials that give you the tools to put into practice.

Suzanne Jung, Producer-Presenter Primetime Morning
(Singapore, Hong Kong, Seoul, Tokyo) Channel News Asia



By using the techniques you teach, I now speak slower, clearer and my accent is better. I feel the Hudson Voice Technique is essential to call centre executives, marketing professionals, teachers and in fact, anyone who wants to make a lasting impression on their audience through their reading, speaking and presentation skills.

Raghavendra Ashok, teacher and author

Special Report by Ryan Ottman, Partner at Angleterre Partners LLP



“Verbal communication skills are a professional necessity for many, if not most lawyers, yet it is all too easy to reach a plateau of competence and forget about the further development of our strongest communication asset – our voice...

...Deployed with thought and skill, the voice will always have an advantage over a letter, email or written submission as a form of effective communication, and the technique reaffirmed this reality...”

Ryan Ottman, lawyer and editor of CPD for Lawyers Magazine

The Power of Voice by Dr. Mike Clayton, business speaker and Author



You only have to hear the clear, commanding tones of some of the finest actors to believe in the power of the voice to influence...

Knowing the power of your voice to persuade and get results can only make you hungry to learn how. I was fortunate to meet a real expert recently who showed how he has developed a range of skills and methods from rhetoric, performance and advertising into a powerful structured technique.

He recently invited me to his studio to show me some of his techniques and let me record some readings for myself.

There are seven elements to Steve's technique, which he teaches to lawyers, professional voiceover artists and to business and public service professionals who need to speak with power and precision.

Steve has investigated what works, systematised it, documented it clearly and, most importantly, found a direct method of teaching it. After that, your success – my success – depends on ambition.

Voice Master has dramatically improved the way in which I communicate and has undoubtedly given me the edge in my presentations to clients. I now have the confidence to get results in whatever context. Colleagues and friends have noted the change. Steve Hudson, with his wealth of experience, adds a truly personal and professional touch that's second to none.

The Hudson Voice Technique has given me tremendous confidence, thanks Steve.



VMI Courses



Online Video Course

Self-paced

Duration:

Approx. 1 week, 30 minutes a day

Before & After assessment by Steve

Voicemaster Diploma

Lifetime access

£375

\$500

Live Masterclass with Steve via Zoom

5 participants max.

Duration:

3 x 1 hour sessions with Steve

Before & After assessment with Steve Via Zoom

Access to the online video course for practice

Study approx. 1 week, 30 minutes a day

Final Assessment via Zoom

Voicemaster Diploma

£550

\$750

Live 1-2-1 Masterclass via Zoom

Duration:

3 x one-hour sessions with Steve

Before & After assessment with Steve via

Zoom

Voicemaster Diploma

Lifetime access to the online video course

£2250

\$3000

About us

Steve Hudson, CEO and Founder



Steve started with 3M Company and Xerox (London and Washington DC) as International Communications Trainer. Working in Washington, he trained politicians and many executives from Fortune 500 companies.

He soon realised that most salesmen and politicians were well-trained in product knowledge, but many of them were poor communicators. It was obvious they needed a technique to be more positive and persuasive.

In order to find out more about using the voice professionally, he decided to train at the Royal National Theatre in London to become an actor. During the next few years, he became a successful international voiceover, recording Fuji, Mitsubishi, Guinness, Gallo Wine, Old Spice, Martini, Superman and many others. He came close to real stardom when Cubby Broccoli was casting for the lead role in James Bond movies. Steve said he lost by an eyebrow (and a few million pounds) to Roger Moore.

Steve Hudson has won a number of awards for production and performance, including Best Radio commercial in the world at the Hollywood Radio and Television Society for 'Sound International'.



Born in The Netherlands, Esther joined Voice Master in 2003. She graduated in Holland (1999) as a social worker and worked for the Triton Foundation for three years. She graduated in ESOL (English for Speakers of Other Languages), from the University of Cambridge. She now runs the office and organises training.

Get in touch



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