

# YOUTUBE YOUR BUSINESS (YYB)

Great for small business people and individuals...who want to promote themselves or their business online.



**Purpose:**

This Course is designed to give you a total understanding of how to present yourself, your point of view and your material with optimum effect when appearing on Film, TV or Radio.

At the start of the course your strengths and weaknesses in voice, image and movement will be identified. Immediately, a tailor-made program will be implemented for you, designed to address your specific media presentation problems and goals. This course comes highly recommended for people just starting out using YouTube and podcasting. © Voice Business 2013

What you will learn:

- How to control your anxiety and speak confidently.
- How to sound convincing, authoritative and persuasive.
- How to use your body to help you in front of the camera.
- How to match your tone to connect with other people and masterfully lead them into listening to what you've got to say.
- Breathing techniques to help you keep cool when the pressure "hots up".
- Learn how to speed up or slow down, and how to use inflections and pauses to make what you say more interesting.
- Sound good if you ever have to read information aloud.
- How to get rid of irritating ticks and nervous gestures.
- How to improve your diction and pronunciation.
- How to organise, devise and deliver a clear message and get the results you want.

| Course                       | Code  | Duration                     | Location      | Cost   | Type       |
|------------------------------|-------|------------------------------|---------------|--------|------------|
| YouTube your Business        | YYB   | 2 x 1 hr + 2 x 2 hr sessions | Australiawide | \$1800 | Individual |
| YTB-Business Partners/Family | YYP/F | 2 x 1 hr + 2 x 2 hr sessions | Australiawide | \$2200 | Group      |

| Sydney   | Melbourne  | Brisbane   | Canberra   | Adelaide   | Perth      |
|--|------------|------------|------------|------------|------------|
| Level 3, 66 Berry Street, North Sydney, NSW 2060 | City Venue | City Venue | City Venue | City Venue | City Venue |

Class Time:  
 Classes are available weekdays between 6.00am-6.00pm  
 Workshops are from 9.00am-4.30pm

Questions?  
 Email: [courses@thevoicebusiness.com.au](mailto:courses@thevoicebusiness.com.au) or  
 Phone: 1300 922 122  
 Website: [www.TheVoiceBusiness.com.au](http://www.TheVoiceBusiness.com.au)

Contact Head Office: The Voice Business,  
 Level 3, 66 Berry St, North Sydney,  
 NSW 2060, AU

CDs.Mp3 and Work notes included  
 Post Course Evaluation

A Certificate of Completion will be awarded to each successful candidate.