

ABOUT

My name's Martin and I help businesses create lasting first impressions using my voice.

Specialities

Corporate narrative voiceover
Explainer animation voiceover
Commercial voiceover
Promo voiceover
Telephony voiceover - on hold / voicemail / IVR
Video game voiceover
Apps voiceover
Podcast voiceover
Toys & games voiceover



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10 TIPS FOR RECORDING A BETTER BUSINESS VOICEMAIL MESSAGE

01 Plan your voicemail recording. Work out what you're going to say and write it down. If you don't know what to write, Google something like "business voicemail script" or call some businesses after closing and listen to their messages.



This one might sound silly, but mark on your script places where you need to take a breath – this will usually be at commas and full stops. This will give the listener time to digest the information but will also help keep a natural pace.

03



02

Once you've written your script, read it out loud to make sure your written word sounds like the natural spoken word. If it doesn't, change it so it does. Just talk it out until it sounds real.



04 Find yourself a quiet environment to do your message recording. Turn off the TV, shut all the windows and doors and tell everybody to shut up. Background noise and distractions will put you off, but more importantly, they'll sound AWFUL to callers.



06 Slow down. A lot of people hate recording business voicemail greetings and end up speaking too fast because they want to get the task over with. Your callers need to hear every word. No garbling!

05

Try not to take a huge breath at the beginning, a normal size breath is enough. Some people will attempt a one gulp take, but that brings a lot of problems with it. Breathe naturally at the start and throughout.



07

Smile! It will immediately make you sound more pleasant, friendlier and more engaged in what you're saying. This works even if you're a really moany person by nature.



09

So, you think you've finished? Well, I recently conducted a survey asking what people thought of their business telephone messages and 50% said "they're ok". But "ok" simply isn't good enough. If you find yourself saying "that'll do", then record it again. Pay as much attention to your phone messages as you do to every other part of your business.



08

When you've finished the message recording, listen back to it. Be critical and redo it if you're not sure about any part of it. Re-write it if need be.





10

The final point is optional but it's the easiest one by far...

Ignore points 1-9 and get me to do it!!

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