

# **TRANSFORM YOUR ACCENT: TRANSFORM YOUR LIFE SUCCESS KIT**

**You are a qualified, conscientious, skilled international professional excited about sharing your valuable wisdom and boosting your success.** Through no fault of your own, you were educated and trained in your skill and you were expected to communicate those skills, talents, and wisdom in a different language containing unique speech sounds, grammatical elements, and melody. Even the most respected traditional language programs don't teach how to use spoken language culturally, socially, and naturally.

**You may be experiencing communication barriers that are getting in the way of your success and earnings in both your professional and personal life.** Accent modification is a hidden gem that improves your communication and overcomes your accent barriers.

A qualified accent specialist has the education and training to help you fully express your skills, talents, wisdom, and personality to succeed in both your career and personal life.

**Having said that, there are good reasons people don't take action to address their accents, even knowing that there are accent modification specialists available to coach them.** There is, however, an unfortunate event that occurs when foreign-born individuals do not take action to participate in accent modification. In particular, international speakers of English have so much to offer to others, given their rich life experiences. What ultimately gets in the ways of accented professionals reaching out to get help in many cases are:

## ***Three Mistakes that Cause International Professionals to limit their Success and Earnings and how to Prevent them***

### **Mistake #1**

***Accented professionals don't really see how much their accents are getting in the ways of their success***

**Do you find yourself looking at expanding your client base or developing a business or pursuing a promotion?** You may not know the full effect of your accent on your professional (and in many cases your personal) success.

**It's key to know that patients, clients, customers, and students do not directly share their experience of a communication barrier with accented professionals.** They see accented professionals as authority figures. As a result, they feel uncomfortable directly sharing their experiences of communication barriers. Furthermore, if someone doesn't understand you, they automatically think you don't understand them,

**Many referrals for accent modification come from members of the community.** They provide specific names of professionals with whom they're having trouble understanding.

**There is one common barrier that keeps resurfacing with their foreign-born accented clients.** There is a gap between the professional accented clients' skill sets, talents, and wisdom, and their communication of that to their clients, customers, or patients. I have had the fortune of working with business consultants who specialize in building both small and large practices and businesses. Because of my accent modification specialty, these consultants have shared with me firsthand, their unique experience working with international speakers of English.

**Do your clients/customers/patients experience static?** One consultant described her experience of the barrier gap as "static":

"There was static when they spoke to me. I was missing fundamental elements. **I was frustrated because I felt like I lost out on the full value of their skill base.** I could see how their clients had to work so hard to understand them." "I didn't have the heart to say what I truly felt. **The unfortunate truth is that I was hesitant to refer clients to those individuals.** I kept having flashes of other providers that offered those same services but who had no communication or accent barriers. Some of these men and women were attempting to expand their internet service-based businesses to reach international clients; to become global messengers. **I saw passionate, high-caliber professionals with such potential to help multitudes of people but who were steadily losing clients.** I full-on watched one of these practitioners in the healing field conduct a workshop. Her audience was polite, nodding their heads, pretending they understood."

In order that this consultant's clients reach and help as many recipients as possible, she encourages practitioners to conduct teleclasses, teleseminars, and teleworkshops. **Up to eighty five percent of communication can be nonverbal.** This consultant goes on to state that "When on the phone, up to 85% of one's communication power is mitigated. This causes clients to get frustrated and hang up because they have to work so hard to understand these accented professionals."

**Another business consultant noted the impact of accent on business and personal success from a confidence standpoint.** He noticed that some accented international professionals **were** noticing the effects of their first language habits on their relationships in general, both professionally and personally. **However, they were not taking action to shift these negative patterns.**

## **Solution #1**

### ***Do an experiment.***

#### ***1. Notice if you observe any of the following:***

##### **Signs your accent is interfering with your communication**

- Waking up anxious and uneasy
- Modifying the speed, clarity, or loudness of your speech
- Speaking more softly
- Speaking faster
- Quieting your voice, thinking that maybe others won't notice your accent
- Modifying body language
- Looking away from your communication partners more frequently
- Repeating yourself often
- Saying your message with different words

#### ***2. See if what you are trying to convey is truly being transmitted to your communication partner***

**Begin taking note of your clients', customers', students' or colleagues' facial expressions, their comments, and their actions.** See if they simply nod their heads as if they understand but in reality, they are only acting like they understand.

**Notice if you are responding to direct requests to repair communication.** Are your communication partners saying:

- "What did you say?"
- "I'm sorry. I didn't get that."
- "Can you say that again?"
- "I still didn't catch what you said."

**Are you denying some hidden requests to repair communication breakdowns?**

- Confused facial Expressions
- Loss of Eye Contact
- Frowning mouths
- Furrowed Brows
- Raised Eyebrows
- Nodding Politely with Confused Looks
- Lack of follow up comments or questions

**If you find yourself encountering these barriers, you may be ready to boost your confidence, deepen your professional and personal relationships, increase promotions, salary, and client retention and client base and ultimately improve your earnings and relationships.** Let your clients, patients, customers, students, or colleagues know you want to be sure they are fully benefitting from your education, skills, experience, and knowledge. Invite them to partner with you in your communication between them and you. By simply being open about your intentions to repair your communication breakdown, you may be surprised that they also feel more comfortable being honest with you. They may begin to put forth more effort at communicating with you also!

**Accent modification specialists can be hard to find and are a hidden gem for communicating the full spectrum of an international accented professional's skills, talents, wisdom, and personality.** You may even tell your clients that you are investing in your self-growth and investigating accent modification. Begin to honestly and with compassion, take note of communication breakdown in your relationships with your colleagues and customers, clients, or patients.

**Because patterns of speech are established solidly in our first language, replacing those patterns for another language takes specialized training.** You have not had the fortune of being educated about the specific speech sound patterns and cultural aspects of spoken English. The reason is that learning new sounds, rhythms, and intonation of a language is a separate process from acquiring its vocabulary and grammar.

## **Mistake #2:**

***International speakers of English may not reach out for help because of feeling self-conscious***

## **Solution #2:**

***You will get ongoing support to build your confidence, relationships, and revenue***

**The truth is that many times when foreign-born professionals reach out and seek training for their accents; their colleagues are inspired and make comments on how they have noticed improvements.** What occurs from the accent reduction is that relationships are developed and strengthened. I recall a client who shared that when he sought accent modification, his colleagues began commenting on his improved communication. His colleagues actually started coming to him more often for advice, to share events happening in the workplace, and to brainstorm ideas on how to solve different challenges. **The truth is that clients experience:**

- Promotions in their jobs

- Greater salaries
- Higher retention of the customers and clients with whom they work
- Improved morale in their employees and colleagues
- More fun in their jobs and personal lives
- Deeper relationships
- Increased client bases.

**Accent modification and reduction means changing first language speech habits.** To successfully change habits, we need to replace them. Participating in accent modification helps change these speech habits in a methodic, specialized, progressive manner with a Master's degreed, nationally certified speech-language pathologist with post-graduate training and experience in accent modification and reduction.

**Accent modification or reduction keeps you fully expressing your skills, talents, and personality.** Fully expressing yourself attracts the elements you want in your life, be it more personal and professional confidence, deeper relationships at work and in your personal life, or greater income to afford the life you deserve and aspire to live. I know firsthand the power of experienced, knowledgeable, compassionate, inspirational and motivational support. You get these critical supports when you connect with an accent modification specialist who is a nationally certified speech-language pathologist with post-graduate training and experience and with whom you feel comfortable.

## **Mistake #3**

***Accented professionals are afraid they won't get the results for which they are looking***

## **Solution #3**

***Choose Accent Modification. You deserve it!***

**Clients experience promotions in their jobs, greater salaries, higher retention of the customers and clients with whom they work, improved morale in their employees and colleagues, more fun in their jobs and personal lives, deeper relationships, and increased client bases, which ultimately all lead to higher earnings.**

**Effectively use the unique speech sound patterns and cultural aspects of spoken English not taught in even the most respected traditional language programs.** In most cases, when learning English, the focus is on the vocabulary, grammar, and writing. We're taught to understand the language, but not necessarily how to use it. You will learn how speaking Standard American actually conveys the culture of the language.

**Translate culture.** Cultural aspects translate to social connections. Social connections establish deeper relationships. Deeper relationships equate to more clients wanting your services and products. Before coming to us, clients haven't learned how lengthening vowels, pausing, and changing airflow can mean the difference between someone interpreting their message as angry versus interpreting it as kind and pleasant.

**Change word choice, word order, and grammar; more efficiently and effectively convey your messages.** Before meeting us, clients did not know how raising the pitch of the voice in certain areas of their messages could change the meanings of their messages.

**Use figures of speech. Sound more natural to English communication partners.** These cultural aspects translate to more natural English-sounding speech. The result is that the listener is spending less effort on decoding the accent and meaning behind the message. Deeper social relationships with clients, colleagues, acquaintances, and friends occur.

**Empower your voice to stand alone.** Stop relying on your customers and clients to see your facial and body expressions in order to interpret your accent. Command your knowledge over the phone. Know the secret comparisons of your native speech sounds to English. Implement that knowledge and skill. Your voice will stand alone.

**Recall the importance of mastering your accent for phone use.** Refer to the scenario where the consultant found the foreign-born practitioners losing clients because on the phone the clients lost the support of nonverbal language and risked clients switching to providers without accents. Retain and recruit more clients.

**When you take action to develop a skill (and changing first language speech habits is a skill) and pursue self-growth, you have no choice but to empower yourself and reap the benefits in your personal and professional relationships.** Whether you work for an employer or you are self-employed, accent modification gets you the results you seek!

### ***What Makes Master Your Accent's Approach Unique?***

**When we work with our clients, we're not trying to get rid of, or eliminate, or stop the accent.** The accent, in many cases, is part of our souls; our identification. Although accent work is called accent reduction, or accent modification, we like to think of it as accent addition. Standard American English is a business tool. It's a matter of being prepared. You can use it when and where you need it. Let's not get rid of what you have. We're developing another skill instead of looking at accent as a "problem". With Americans, you do have one chance to make a great impression.

**What will accent modification actually do for you? How does it help?** Resolve the mistakes you may be making. From now on, become familiar with the responses of your clients when you speak with them. Gently acknowledge to yourself when you notice the accent barriers. Take a breath, and know that it doesn't have to be this way.

**Absorb the many ways accent reduction and modification will increase the number of clients you affect and help.** Begin taking action to remove these barriers and be on your way to increased success in your personal and professional lives. Begin to see your relationships deepen. Envision communicating your ideas and skills with ease. See your earnings rise when you decide to refine your accent.

**Accent Modification is a very specialized field and speech-pathologists who are qualified in accent modification can be hard to find.** You're here so you've found a highly qualified speech-language pathologist. Furthermore, now that you know the three mistakes that international speakers of American English make. You know the solutions. So go ahead. Build your professional and personal success and earnings, go ahead and take the next step.

**Take action for yourself and live the life you were meant to live; a life where you fully express yourself!** Master your accent! Transform your accent: transform your life.

Complete your **FREE** speech screening at [masteryouraccent.com](http://masteryouraccent.com). Click on the “**free screening**” link. Master Your Accent supports you as a highly qualified international professional to fully express your skills, talents, wisdom, and personality to succeed in both your career and personal life.

**Contact Cher Gunderson at Master Your Accent.** Cher has a master's degree in Speech-language Pathology and is nationally certified with post-graduate education and experience in accent modification. She is a Compton P-ESL certified accent modification specialist. She practices in Green Bay, Wisconsin as well as online via Skype in order to reach, educate, and support clients globally. She looks forward to guiding you to fully express your skills, talents, wisdom, and personality. She is committed to showing you the business communication tools to advance your personal and professional life.

**Take action to get the support you deserve. Move beyond practicing on your own. Speed your progress. Get the results you want.**

**Manifest the three secrets of how accent modification builds your personal and professional confidence. Sign up for a FREE 15-minute consultation valued at \$63.00!**