



## **Celebrity Vocal Coach Arthur Joseph Trains Athletes for the Super Bowl**

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Famed broadcast coach, vocal trainer to the stars, and communication strategist, Arthur Samuel Joseph, recently made his appearance at Super Bowl LIII. Mr. Joseph was called upon to train the top NFL broadcasters for the event. His proprietary vocal method, Vocal Awareness, is one that many top actors, singers, broadcasters, business people, lay people, and anyone looking to improve their confidence, use to train, strengthen, and warm up their voices.

Early in the morning on the day of the game, Mr. Joseph states that he was in the hotel training NFL Gameday hosts Kurt Warner, Steve Mariucci, and Michael Irvin. He worked with the broadcasters that morning to prepare them for the nearly eight hours of speaking that they would undoubtedly endure during the live Super Bowl broadcast.

Arthur Samuel Joseph, MA, has become quite famous for providing vocal training and communication strategies to many big names including Tony Robbins, Arnold Schwarzenegger, Angelina Jolie, and many

other superstar actors, broadcasters, athletes, and business leaders, as well as 20 NFL Hall of Famers. He is the trainer that superstar athletes call upon when it is time for them to switch careers from the field to the broadcast booth.

"Vocal power is earning power," Mr. Joseph said. "For athletes, learning the vocal skills for a profession like broadcasting can make all the difference in their career off the field."

Arthur Joseph has over the years, co-authored various Pro Football Hall of Fame speeches and worked for months with many of these legendary athletes including Joe Namath, Jerry Rice, Emmitt Smith and Michael Irvin to help them perfect their legacy speeches. More recently, he trained Pro Football Hall of Fame Inductees Kurt Warner and Terrell Davis, and he worked for eight months with LaDainian Tomlinson to develop his "Team America" acceptance speech that went viral.

"Champions do it differently," states Mr. Joseph. "They are dedicated to do whatever it takes to be their best. In any discipline, from the arts to athletics, rituals are fundamental and required to achieve Mastery. The Vocal Awareness Method has seven critical and powerful self-affirming rituals-all designed to shift behavior and make us more consciously aware of our higher selves and better able to live a life of greater meaning and purpose."

When training professionals for important speeches, Joseph's unique method of annotating each important word and pause in the speech makes a difference for them. Speakers report that when Mr. Joseph is finished, they can see what they need to say and how to say it. Many use this technique to fully memorize their speeches. His Vocal Awareness Certification program allows vocal coaches to teach these techniques to professionals. Not only is this proprietary method used by champions and celebrities, but is, most importantly, used by ordinary people in an effort to gain a higher degree of confidence, and a sense of well-being in their everyday lives.

"Your Voice is your identity," says Mr. Joseph. He says that one's voice, "Reveals everything about who you are and how you show up in the world. Unfortunately, many people do not know that they can make the decision to develop their voice. In other words, for most people, speech is habit."

Habits are learned behaviors and Joseph states that any old habit can be turned into a new, better habit. Repetition breeds habit, and he says that those who use his techniques soon change the way that they do things, allowing them to essentially build new habits of doing these things in a better way.

For professional athletes, the Super Bowl may be the game of today, but broadcasting could be the game of tomorrow. The key for them is to develop the right skills and habits to succeed on and off the field, and vocal training is at the top of the list.

Those who would like more information on Arthur Joseph's online vocal training method and certification programs can visit him online at [VocalAwareness.com](http://VocalAwareness.com).

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For more information about Vocal Awareness Institute, contact the company here: Vocal Awareness Institute Arthur Samuel Joseph 818-422-3000 support@vocalawareness.com 16815 Moorpark St. Encino, CA 91436

## **Vocal Awareness Institute**

*For over 50 years Vocal Awareness has been the premier Voice and Speech Coaching technique in the world. Its creator, Arthur Joseph, teaches Communication Mastery through a disciplined regimen designed to cultivate an enhanced personal presence.*

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