

# **Professional Development Course**

## **The Hudson Voice Technique**



**You have to sell yourself before you  
can sell your product, service or idea**



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## Why the Hudson Voice Technique?

I think you would agree that newsreaders and actors are amongst the best presenters in the world. The reason for this is simple; they have been trained in a professional communication technique.

Surprisingly, no-one in the UK, USA or India has ever been taught a communication technique at school, because there wasn't one. We were simply taught to string words together.

Voicemaster International created the world's only professional technique for verbal communication which is why it is taught to BBC, SKY, Bloomberg UTV in India, TV3 and 8TV in Malaysia, the Singapore Media Academy and other broadcasters.

It has also been taught to many international corporations such as ING Bank, The Aditya Birla Group (Fortune 500), BT and many more.

Every time a member of your staff speaks to an existing or potential customer, they become an ambassador for your company and your reputation is in the balance.

By using the Hudson Voice Technique you will:

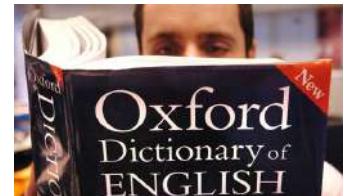
- be more persuasive and confident
- Add power to your presentations or speeches
- Energise, slow down and control your voice.

Of course, anyone can read a script or make a presentation, but without a technique, you are communicating by instinct:

Oxford Dictionary:

**instinct:** The innate aspect of behaviour that is unlearned.  
In other words, 'guessing'.

On the other hand, it 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.*



The Hudson Voice Technique gives you the rules for speaking more persuasively, which in turn gives you confidence and allows your natural personality to shine. Your listeners will have more confidence in you and what you say.

## You have a unique speech pattern



*Steve running a Master Class*

I would like to explain why you need a technique. After all, you are quite capable of communicating with other people and reading.

We all know people who would make better progress in life if they had more confidence. To be honest, I think we could all do with a bit more confidence, because it affects everything we do.

It's all very well having a head full of knowledge and being ambitious, but you need a professional technique to express your ideas even more confidently and to be more persuasive.

You may not have noticed it, but when you put your jeans on, you start with the same leg every time. In the shower – if you are right handed, you probably pick up the soap with your right hand and wash (let's say) your left shoulder first. You never think: This is boring, I've been doing it this way for years... today, it's going to be left hand, right knee. Well, in the same way, we develop a speech pattern.

A speech pattern starts from about the age of two, when a baby utters its first word. It's not surprising that a newborn baby cries when it is held upside down in a strange new world. Crying is the first form of communication.

From then on we learn a language, an accent, speed, tone and an intricate way of arranging words in a sentence. These are influenced by our parents, friends and school.

The trouble is that no school, university or college (even a stage school) teaches a technique for professional communication.

Throughout the world and in every language, children are simply taught to string words together.

# The most important tool you possess

*'If you want to be strong,  
become the craftsman of your own words and fashion them,  
for, in the hands of a man who knows how to use it well,  
words is the most powerful tools of all.'*

A guide to correct behaviour in ancient Egypt.  
Written approx. 3000 years ago.

We all know experts who fail to communicate effectively. Being an expert in sales, management or engineering does not guarantee your ability to communicate your expertise to others. Your knowledge can be conveyed so much more effectively when you are trained in the correct technique.

At a recent meeting with a top executive from Fox TV, we spoke about improving its staff and presenters' communication skills. One of his colleagues commented that they already have a training programme. So do most companies, and in many cases they do a good job.

However, none of them has a specific technique to improve verbal communication, and this makes a dramatic difference.

Companies spend a great deal of time and money on product and sales training, but when it comes to selling, the lack of a communication technique often lets the seller down, reducing the amount of information that is retained by the potential customer.

*'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 can improve the efficiency with which you read and can help to absorb and assimilate information more effectively in any area.'*

*Dr. Sarah Davies MBChB*

## Who needs a professional technique?

Anyone involved in presentations, public speaking, sales, press, public relations and teaching:

- **Corporate executives** – to improve communication on the phone, share holders meetings, facing the press and reading an autocue.
- **Sales staff** – for presentations in person or on the phone
- **Call centre operators** — a vital part of a successful business, the nerve centre for future success. This is why the Hudson Voice Technique is essential because their communication skills can make or break your reputation
- **Newsreaders**, reporters, presenters and voiceovers
- **Lawyers** – to win cases by convincing judge and jury
- **Air traffic controllers** – where professional communication can be a matter of life or death
- **Politicians** – to sell their policies and get more votes
- **Teachers and students** - retain more information, quicker.
- **On-hold telephone system voices** - make them sound more sincere.

# What's wrong with the way people communicate?

Every day, we hear people, including broadcasters, who have problems with communication.

We naturally expect political leaders (presidents and prime ministers are no exception), newsreaders, reporters and celebrities to be excellent communicators, but they often fail to live up to our expectations.

Tony Blair leaves most of his sentences open; in other words, they are neither statements nor questions, worse still, it makes him sound indecisive. As for President Bush, by lacking a technique, he stumbles from one statement to another and does not look or sound very positive.

Broadcasting companies are responsible for many bad habits.

Reporters are obviously highly educated and do a great and sometimes brave job. However, most of them do not have a technique, so like playing the piano by 'ear', they make up their own rules as they go along.

A growing habit for example is for newsreaders to emphasise unimportant words like: '**is**', '**and**', '**are**', '**we**', '**you**', '**your**' and many more. This means that they have failed to recognise and emphasise the most important part of the sentence. But worse still, they are influencing the viewers. Just listen to the BBC, CNN and Fox and to some of your colleagues.

For example:

"We **ARE** the best company in the world."

"This **IS** the best value."

"Insure **YOUR** home with the ABC Company." Who else's home would you be insuring?

"Findus – **THE** most tender peas."



*I only wish I had known about the Hudson Voice Technique while I was actually working for the BBC!*

*I was a producer and presenter at the BBC World Service for ten years and what I know now (and practice) would have saved a lot of production time and made programmes more effective.*

*During the course of that decade I must have produced thousands of programmes and presented many hundreds. A lot of them lacked one essential ingredient, which is supposed to be the lifeblood of every broadcaster – listenability.*

*There was no formal training at the BBC and when guidance was offered it wasn't a patch on the Hudson Voice Technique. I learned more about reading and broadcasting with you Steve, than I did in ten years at the BBC. Only now can I count myself a professional broadcaster and voiceover.*

*Hugo Fay, BBC World Service*

## How many of your staff speak too fast?

As you know, none of us was taught a communication technique at school, we were simply taught to string words together, so we were left to create our own speech pattern by instinct.

Because of the lack of proper communication training, many of us talk too fast, run one sentence into the next with no differential, emphasise the wrong words, lack conviction and generally fail to reach our true potential.

About 73% of us talk too fast! Talking too fast makes you sound less confident and nervous. This makes it difficult for your listener to keep up with you. By speaking at a slower pace, your listener will have more confidence in what you say and will be able to retain more information.

### Here's a simple test.

Read this script and time it:

One of the principle aims of Castle is to ensure full compliance with all environmental regulation governing its sites. Nevertheless, it is not the philosophy of the company to stand still.

It is continuously seeking to minimise its impact on the environment, placing great emphasis on improving conservation, restoration, landscaping, dust control and emissions.

A £55 million modernisation programme was announced in 1998 which will make Castle Cement world class in terms of production, efficiency and environmental performance.

To maximise the retention of this information, this script should be read in 40 seconds. Most people will read it faster than this, so they have to slow down (but without gaps between words).

## How difficult is it to read an autocue?

Executives often have to address an audience at a convention or share holders' meeting. Usually this means they have to read from an autocue/teleprompt.



Reading from an autocue is exactly the same as reading a script or an advertisement on the back of a bus; you need to learn a communication technique. It doesn't matter if you're making a sales presentation, speaking to a large audience or introducing a television programme, you need a technique.

We all appreciate that when you are in charge of a situation, you have more confidence. It's the same when you play the piano at a party or golf at the weekend; if you learn a technique, you feel much more confident, and when you feel confident, your audience will have confidence in you.

It's not fair to expect anyone to give a confident presentation without a technique.

## How important is your call centre?



When a new or existing customer calls your company, it is absolutely vital that they are answered quickly, in a friendly way and by someone who can be understood.

From an accountants point of view, it makes good business sense to base a call centre in a low rent area; i.e. Glasgow, Northern Ireland, India. It may save money, but so many of these operators are difficult to understand. Political correctness is all very well but not if it is detrimental to your company image – it is false economy.

Perhaps this is the reason that so many jokes are made about call centres. Make no mistake; the call centre operator is one of the most important people in your organisation.

What is the point of having an operator who has a strong accent, talks too fast and lacks warmth? Most of your existing or potential customers either can't understand them or are irritated by them!

In the past 18 months I have asked 217 people who have attended the Hudson Voice Technique course their opinion about call centres. 79% of them (your customers) complained that they often could not understand the operator because their accent was too strong.

This is poor communication. It is also irritating to the point where many people decide to go to a rival company who may offer the same poor service, but you have lost a customer. Don't forget; they tell their friends what they think of your service. Regardless of political correctness you must make sure that your staff speak good English and are trained in a professional technique.

What is the point of saving money on rent and wages if you drive customers away? Call centre operators do a tough job, so they must be properly selected and expertly trained. My partner in India tells me that new training companies are shooting up everywhere. They are being paid a fortune, but not one of them has a technique, so it is largely a waste of money – your money.

It is a waste of time and money to give these operators general advice and tips. They need a specific professional technique. Voice Master has developed a unique technique based on the Hudson Voice Technique which will reduce their accent and make them sound more sincere.

## Other training companies...



I've never approved of negative selling. Criticising your competition usually means you haven't got enough good things to say about your own product. Car manufacturers often do it, and of course politicians do it all the time! However, there is a difference between negative selling and making false claims.

There are dozens of companies who advertise that they will train your staff to become more effective communicators. They rely on the fact that even though they don't have a technique, no one will question it.

A leading communication 'training' company states that:  
*'The faster you talk, the more you sell.'*

*Because of this speed you will also be perceived as:*  
*'...more intelligent, objective, knowledgeable, credible and persuasive.'*

I've never heard so much rubbish! How can fast talking make you sound intelligent? I spend my life slowing people down!

The same company then tells you that: "*To achieve this increased rate of speed, you should compress the pauses between the words.*"

I've got news for these people; there are no pauses between words until you come to punctuation.

Then they give an example:  
*"Do you have a place where we can sit down?"*  
would become:  
*"Dyave a place where wecn siddown?"*

Even here they have contradicted themselves, because they have compressed the words (previously they said to compress the pauses), which obviously makes this sentence more difficult to understand and therefore retention will begin to plummet towards 43%.

This unhelpful information is from one of the biggest 'trainers' in the world.

# What's wrong with on-hold phone companies?



There is a great deal of ignorance about verbal communication in the world. The problem is that none of us was taught a communication technique at any school, university or stage school – we were taught to string words together.

We take for granted that our favourite actor has trained for two years to become an expert communicator. Broadcasting companies and corporations often use Tracey in the accounts department to record an announcement or Nigel the accountant to narrate an otherwise brilliant documentary. These amateurs account for over 50% of voices on radio and television.

More than 20% of TV commercials are voiced by untrained people. We can all type with two fingers, but you wouldn't employ a two-fingered typist.

What has all this got to do with your company? The majority of on-hold phone companies employ untrained voiceovers to greet your customer. As though that is not bad enough, they record classic lines like:

**'Your call is important to us.'**

No, it's not. I've been on hold listening to a boring voice for five minutes – or was it ten?

Why do on-hold phone companies employ untrained voiceovers? Either because they don't understand the importance of a trained voice or they are just making a bigger profit by using their own staff or untrained people. **You never get a second chance to make a first impression.**

It's really very simple; you need a professionally trained voice to greet your customers and preferably with a more imaginative script. But they certainly have to sound sincere.

# **The seven elements of the Hudson Voice Technique**

## **Read and speak slowly**

Some 63% 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 used so well. We are going to slow you down.

## **Read and speak with energy and enthusiasm**

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**

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. The full stop is often reduced to a comma or even eliminated altogether. When people are deluged with non-stop talking, they get bored. There are times when silence says more than words.

## **Creating blocks of information**

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**

Here you are going to learn to use your No. 5 and No. 10 voice. This will help you 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 are painting a word picture.

## **Recognise red flag words**

Many people communicate in a rather monotonous way. In this element you will learn to identify the appropriate words to emphasise and at this stage you will start to learn how to vary your pace, volume, tone and pitch. You will be able to identify red flag words that are instructions from the author.

## **Putting it all together**

Now you will learn to use all the elements at the same time. This is sometimes called: "The Vincent van Gogh Method of communication" because your communication will be more colourful. Instead of only using the primary colours, you will be able to use every colour and tint on the palette.

## **Training Programmes**

### **Corporate communication skills courses**



What you will gain by learning the Hudson Voice Technique:

- Feel confident and enjoy speaking in front of any audience
- Remain composed and think clearly even under pressure
- Feel really comfortable at business or social events
- Learn a lifelong skill that can help you succeed in your career and personal life
- Get your message across powerfully and effectively in all situations

#### **Distance learning:**

##### **VMI Online corporate workshop**

Duration: 16 hours

Lifetime access

Assessment by Steve Hudson

Successful candidates will be awarded the Voicemaster Diploma upon completion

#### **Live online Group Sessions**

##### **VMI corporate workshop customised**

Duration: 2 Half Days session (max 4 participants)

Access to the online video course

Assessment by Steve Hudson

Successful candidates will be awarded the Voicemaster Diploma upon completion

#### **Live online 1-2-1 Master Class for directors and/or CEO's**

Duration: 1 day session

Access to the online Video Course

Assessment face to face

Successful candidates will be awarded the Voicemaster Diploma upon completion

## Meet the Team

### Voicemaster UK



#### **Steve Hudson, CEO and Founder**

Steve Hudson started with 3M Company and Xerox (London and Washington DC) as International Communications Trainer. Working in Washington, he trained politicians and became Communication Consultant for members of the Senate and many of the 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 at the Hollywood Radio and Television Society for 'Sound International'.

The Hudson Voice Technique is an entirely new and unique approach to communication training. because other companies tell people what to say, we are the only company to teach people how to say it.

It has been taught for over 20 years, training Fortune 500 CEO's, BBC newscasters, call centre operators and many corporations including ING Bank, British Telecom, Carlsberg Tetley, and of course, those who want to earn extra money as a voiceover artist.

The Hudson Voice Technique has been accredited by the Law Society UK. We train lecturers at Oxford and Manchester Universities. We are official trainers at the Singapore Media Academy. We also train Bloomberg UTV and Malaysian National Broadcasters.



#### **Esther Roberts, Director of Training**

Esther joined Voicemaster in 2003, having moved to the UK from the Netherlands. After her career in Social Care there, she decided to study ESOL at the University of Cambridge, teaching those who speak English as a second language here in the UK. Not being a native speaker herself, that gave her a good insight into the hurdles people face trying to get to grips with the English language.

She also started working with Steve growing Voicemaster International by managing the office and later the website. She assists Steve where necessary during training large groups.

## VMI Global Training Centres

### India



Voiceline is a New Delhi, India based company that specialises in training of vocal communication and voiceover techniques for individuals and groups.



To take the corporate communication skills training and presentation skills to a higher level, Voiceline is partnering with VOICEMASTER INTERNATIONAL to impart the HUDSON VOICE TECHNIQUE.

Rakesh Jagtiani is director of Voiceline and the Regional Director for Voicemaster in India. He is a professional voice actor working in this field for the last 15 years.

People who have trained with Rakesh are leaving their mark through their voices in advertising, documentaries, e-learning, audio books and more.

[voiceline.in](http://voiceline.in)

### Nigeria



Kamal Salau, the Director of Pro Emcees has been training in the media sector for over 10 years, both in his home country of Nigeria and also in Australia where he currently resides with his family.



He is an absolute expert in his field and we are delighted he has joined forces with us, teaching the Hudson Voice Technique alongside his already extensive course for aspiring media professionals.

Kamal hosted the Nigerian edition of “Don’t Forget the Lyrics”. He is an unusual but experienced broadcaster, media entrepreneur, professional compere, public speaker, singer/songwriter, voice over artiste, actor and talent coach. He is a man obviously blessed with a multitude of talents.

He graduated from the Obafemi Awolowo University, Ile-Ife in 1999 and cut his teeth in the media with Crystal Radio, Minna in Niger State, where he left an indelible mark on the media terrain.

Kamal is also the CEO at the PRO EMCEES, a professional presentation training company.

[proemcees.com](http://proemcees.com)

## Malaysia



Dr. Richard Brendan Barrow, MBBS (London) LRCP, MRCS, DORCOG, C.Av.Med. is very well-respected in Malaysia. Richard is a district trainer for the Rotary Club. He has done public speaking for many years, and used to be a radio doctor when he was younger, as well as being in the Who's Who book of Sabah.



He has also helped to found the Sabah Zoological Society, Sabah Society for the Deaf, Sabah Medical Association, Sabah Mental Health Association, and the Kinabalu International School. Richard is now Director of Corporate Training at RMB Voice.

[rmvvoice.com](http://rmvvoice.com)

## Europe



International Media Training in Paris is now partnering with Voicemaster International, providing all-round training for those in the media. They also offer our online Hudson Voice Technique course.



Founded by Barbara Gray, a TV journalist in 2002, International Media Training is a network of trainers and specialised companies capable of answering multicultural communication issues around the world. TV, radio, written or electronic press are powerful tools to deliver your message, just as long as you are prepared and are aware of the expectations and limitations of both French and foreign journalists.

Because IMT already works in the area of media and presenting, associating with Voicemaster was an obvious road to take.

The IMT Team will explain the different way each type of media operates. Together they will develop your message, show you how to anticipate certain questions so that you become at ease. You will be taught about body language for television interviews, questions not to answer, when to accept to do an interview, the differences between live and pre-recorded interviews for radio and television.

[international-media-training.com/uk](http://international-media-training.com/uk)

## Useful links



Have a look at Steve's blog:

[The Secret Diary of a voiceover.](#)

[Listen to some of Steve's voiceover work](#)

## Detailed brochures

[VMI Voiceovers](#)



[VMI for Lawyers](#)

[VMI Junior Course](#)

## Social Media



[Our You Tube Channel](#)  
@voicemasteruk



[Facebook](#)

@voicemasterinternational

[Twitter](#)

@hudsonvoice - @voicemasteruk

[Linkedin](#)

@voice-master-international

## Reviews

'Thank you for all your support on the course. I would like to put on record that the Hudson Voice Technique is the best staff development course I have attended in twenty years. It has made me totally rethink my own delivery style as a presenter and tutor.'

I have adopted many of the things that the course covered in terms of timing, voice control and delivery style and I would strongly recommend the Hudson Voice Technique course to anyone in the corporate world, as well as teachers and lecturers.'

**Mike Smith, Lecturer, Manchester University**

'By creating the unique Hudson Voice Technique, Hudson has established himself as the worlds' leading communication trainer.'

As one of the world's leading providers of psychometric testing services for conventional HR and E-marketing, we organise communication training for our practice and our clients. Steve Hudson has conducted a series of Master classes which have had a dramatic effect on the confidence of participants, all of whom have reported a significant improvement in achieving their objectives.

**James Grant, (CEO), Testsonthenet.com**

'I had this opportunity to learn the Hudson Voice Technique, so essential for every voice artiste, at the Voice Training Centre in Pune, India. Sasha Masand introduced me to an absolutely new concept of using methods in broadcasting of which I'd no idea, even though I've some years of broadcast experience. For this, I've to thank you for developing such an effective technique for broadcasters like me across the globe.'

**Shubha Singh, Ass. Prof. for Broadcast Media.SIMC (Symbiosis International University), Pune**

My management team and I gained a great deal from spending two half days with Steve Hudson.

Learning the Hudson Voice Technique has resulted in a discernible improvement in our presentation style and helped us realise that it's not just what you say, but how you say it that can make all the difference.

**Imtiaz Farookhi, NHBC Chief Executive**

The provided concepts and techniques are unavailable elsewhere. I wish that I had found out about the course years ago!

**Simon Lawson, Management consultant.**

'I've now finished the Hudson Voice Technique Home Study Course and thought I would drop you a line with a couple of comments. I was amazed at how much there is to learn about a 'simple' thing like reading and talking! It was a really interesting experience and everyone at work has noticed the difference and I must say I feel more confident when I'm talking to clients.'

I've already spoken to my manager who would like details of your corporate training.'

**James Mullen**

'I would like to thank you most sincerely for the work you have done with my daughter, which has quite clearly given her increased confidence and made possible the widening of her career possibilities in her own mind if not yet in the minds of others...'

**Nicholas Barter, Principal, Royal Academy of Dramatic Art, London**

*'The Hudson Voice Technique was the best course of its kind I've ever been on. The technique really worked and a number of colleagues are interested. I'll be in touch as soon as I return from holiday and hope to have some good news for you.'*

**Craig Townsend, ING Bank**

*'I came to Voice Master thinking voice training would be easy. I was wrong. And what an experience! 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.'*

**Paul Ferguson, Director of Legal Services, Broadcasting Standards Commission**

*'Thank you for coming out to Goa. The first session you organised had an immediate impact, so we will be recommending that all our managers train their staff in the Hudson Voice Technique.*

*Thank you for your ongoing help.'*

*Sincerely,*

**Harish, Aditya Birla Group (fortune 500)**

*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 (Crowdy and Rose)**

*A very concise course that covered elements that I haven't seen in other courses of this type. Great teacher and great material, highly recommended.*

**John Drake**

*Excellent! Was very helpful for me! My current application is making tech courses in software engineering with audio, video and screencasts. I had some training before and this course added another angle to approach this experience and produce interesting results. Thank you!*

**Olga Volkova**

*Excellent for removing bad habits accrued over a lifetime.*

**John Rupp**

*For an American audience, I thought this course may seem a bit foreign. But Mr. Hudson breaks down the basics of english-language speech in a universal way. Though this course may be marketed towards voiceover artists, I could see this as an appendage course for public speaking, persuasion, most any verbal communication course.*

**Michael T. Smith**

## Contact Details

Head Office:  
Steve Hudson and Esther Roberts

49 High Street, Waltham on the Wolds, Melton Mowbray  
Leicestershire, LE14 4AH  
MAIN: +44 (0)1664 46 41 42  
MOB: +44 (0)7921 210 400

[stevehudson@voicemaster.co.uk](mailto:stevehudson@voicemaster.co.uk)  
[www.voicemaster.co.uk](http://www.voicemaster.co.uk)