



Louder than Words: Harness the Power of Your Authentic Voice

Todd Henry

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The next step in personal effectiveness, by the acclaimed author of *The Accidental Creative* and *Die Empty*.

There has never been a better time to build an audience around your idea or product. But with so many people and companies clamoring for attention, it's also more challenging than ever to do work that deeply resonates with the marketplace and creates true and lasting impact.

According to Todd Henry, the key to standing apart from the noise is to find your unique voice. Those who identify and develop their voices will gain more attention and wield more influence. But first they have to identify what they truly stand for, develop a compelling vision, and become masters of expressing their ideas in whatever media they choose. Henry offers strategies, exercises, and true stories that illustrate the five attributes of resonant work:

- **Authenticity:** Uncover the narratives that are at the core of your personal and professional identity.
- **Uniqueness:** Identify what makes your work distinct from that of others, and learn to creatively package and present your message.
- **Consonance:** Cultivate internal consistency and harmony in your work.
- **Empathy:** Listen to your audience's aspirations and struggles to make your message more compelling.
- **Timing:** Learn how to coordinate your work with ideas that already have cultural momentum.

Making your work speak is a life-long process of trial, error, and realignment. Henry's audiobook will help listeners build a body of work that resonates deeply and achieves lasting impact.

Louder than Words: Harness the Power of Your Authentic Voice Details

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Charles Franklin says

I came across Todd Henry after reading "Die Empty". I appreciated his simple, but highly insightful approach to creativity and decided to join the Facebook book club for the next book he wrote. I finished reading it one day and took over 7 or 8 pages of notes that I want to follow up and integrate into my life.

Todd Henry continues in the same insight that he displayed in "Die Empty" but it's actually a deeper level. Instead of just talking about finding your creative identity in vague terms, he describes the process and key signals along the way. I needed this kind of book at this point in my life because social media and the pursuit of what I thought I should be doing left me identity-constipated.

Reading this book allowed me to form a bridge between the inspiration I gained from Mass Influence: The Habits of the Highly Influential and helped me understand the "lay of the land" along with some helpful practices ("Dailies") that I plan to follow. It also serves as a good complement to The War of Art: Break Through the Blocks & Win Your Inner Creative Battles. Steve Pressfield's book shows how to deal with Resistance, "Louder Than Words" teaches how to craft the Work into something that matches who you are.

Sherry Elswick says

This book just did not resonate with me. I wanted it to. I like the premise. It's well written and well researched. But it just couldn't sustain my attention because the concepts are over done. An in-depth article would have sufficed just fine to illustrate the author's point. I DNR'd this as a result. I have too many other books waiting in my TBR pile to waste my time slogging through this one.

Niki says

Eye-opening and inspirational. I took a lot of notes and have been mulling things. I finally had a breakthrough after months and months. I'm so glad this book found me at the right time.

Jane says

Where I got the book: Audiobook from Audible.

This was a bit of an impulse buy because it was recommended by a blogger I trust, but for me it was the right book at the right time. I've been doing a lot of work on the B-word, branding, lately, because I'm at the point in my writing business where I'm beginning to get a grip on who I am as a writer and what I'm interested in. More than just a marketing effort, this whole branding thing is an attempt to communicate clearly to my

audience(s) and ensure that neither I nor they are wasting their time.

And that, really, is what this book is about. It's written in the "authority style" popular in the self-help category, but for all that there's a lot of human in there. Henry provides some exercises (which I didn't do because, audiobook) and tips to help you figure out what really matters to you, what sets you apart from the next guy, and then communicate this both to the world at large and to any team you happen to be working with.

That word "authentic" has become way, way overused, to the point where it's now suspect, but Henry is definitely advocating authenticity. Don't try to be someone you're not, listen to your audience rather than make the whole thing about you, and never, never, sell out your team.

He lost me a bit in the last part of the book, which was aimed at applying what he was teaching to the corporate world. Because the corporate world and I are dead to each other, I sincerely hope. Been there, done that, got the knives sticking out of my back, thanks. But before that—and especially in the first half or so—I was listening enthusiastically and nodding my head. I'll probably listen to that first half again at some point, and would buy another of his books. So all good! Narration by Jeff Cummings was standard Authority Voice, well suited to its subject and not in the least annoying.

Cyndie says

Great insights and very practical step by step advice for implementing these ideas.

Alicia says

I'm having a heyday with self improvement especially when it comes to growing who I am, especially professionally. This one again did something for me. All-told, I used a pad of Post-its and had over thirty pictures of pieces of the text taken to remember and refer back to as I ponder more deeply and do some work around some recommendations and topics to consider.

This one focuses on understanding who you are and what you stand for in creating a manifesto for yourself--who you'd like to be, the risks you'd like to take, and when you begin to share and really do the work, remembering things like who you're doing it for and the natural progression of the work to recalibrate, work in a team, redefine yourself, etc.

Chinese proverb: "Those who say it cannot be done should not interrupt the people doing it."

Jon Acuff: "Don't compare your beginning to someone else's middle."

"I've come to learn that rejection is an opinion," Jiang said of his experience. He said that it's only when we allow it to become an objective statement about our self-worth that rejection holds any power over us.

B.J. Richardson says

If you are looking for something inspiring that will awe you and change the way you look at the world. Keep looking, this isn't it. If you are looking for something immensely practical that has the potential to change how you live in your world, this is for you.

This book is only as good as you let it be. It isn't profound. It isn't mind-bending, but it most definitely can be habit-forming or changing. In many ways, this book felt to me like the follow up for Accidental Creative. That book shared the idea that most "aha" moments of creative brilliance are actually the product of years of preparation and learning and practice and just plain hard work. This book. This book is the "how to" as far as that preparation and learning and practice is concerned.

Every chapter includes things like reflective questions and habit ideas that if done and applied can really influence how and why we do what we do. Some of them I already ask and do, others are new and enlightening for me. If someone were to simply read beyond these without actually slow down and do them (or apply them as fits best in their life and schedule) then they will probably be rating this book only 2 or three stars. I cannot imagine any other reason why anyone and everyone would not consider this book a great investment of their time for their life.

Kari Guenther says

Awesome content, well written. Endless notes were taken :)

Matthew says

A book about finding your voice. These are the thoughts I'm still thinking about...

"If you examine the most contributive, impactful, and ultimately influential people throughout history, the one thing that clearly sets them apart is their unique voice. They had developed a personal expression that distanced them from their peers and put them in a field of their own. Their body of work speaks loudly about who they are and what they value. Louder, even, than in words."

"The goal of developing an authentic voice isn't self-gratification, it's cultivating a greater ability to mobilize others toward a goal or objective, and in so doing achieve the impact you desire."

"Unfortunately, many people spend the bulk of their time trying to figure out how to grow their platform (their sphere of influence), but neglect the much more critical process of developing their voice."

"A strong, authentic, compelling voice is the expression of identity, guided by vision, and achieved through mastery."

"The better we understand the hurdles that stand in our way, the better equipped we will be to tap into the practices that will aid us in countermanding them."

"If you want to do unique, contributive work, and develop your voice, you must have the courage to offend."

"No matter how successful you are, or how skillful you may be, stretching beyond your comfort zone will mean feeling 'less than' for a time."

"It's so much easier to coast on your existing skills and knowledge than to risk the appearance of incompetence that often comes with trying new things."

"Don't compare your beginning to someone else's middle."

"For your voice to resonate, it must be rooted in authenticity and uniqueness."

"Whenever possible, think of a specific person. Who is the one individual who perfectly epitomizes the reason you're creating the work? If there was one person who would most benefit from what you're making, who would it be? Craft your work for that person."

"I believe that you will find it challenging to be an effective, leader, manager, or creator, if you lack empathy for your audience."

Kristina Aziz says

I might as well rename my blog "cover first, blurb later" because for whatever reason I thought this was a self help book for introverts when I initially won it from Goodreads.

Well, it is self help, just for business type people like bloggers and writers and the like.

Obviously this book applies to me as a former writer and current blogger, so I was interested. There was a little repetition, but not so much that it was cumbersome or patronizing.

Did it change my life? no. Was I picking it up every spare second to read it? No. But I didn't exactly hate it either, and I think that's the real tragedy here-- this book was simply unremarkable. And unfortunately, despite being "willing to offend" like the book advises, not everyone is ready to find out that their authentic voice is forgettable.

Todd says

Once again, Todd Henry has written a unique perspective on how we can find our voice in the midst of a noisy world. I devoured Todd's previous two previous books, *The Accidental Creative* and *Die Empty*. In this volume, he inspired me to not follow the crowd but to have a vision for finding meaning in doing my own unique work. He encouraged my unique contribution to the world.

Todd's *Accidental Creative* podcast sign off line is, "Remember, cover bands don't change the world. You have to find your unique voice to thrive." In this book, he gives us practical advice on how to do that. His tone was that of an encouraging friend or coach. This book came along just when I needed it.

One quote that stands out to me is early in the book when he says, "If you want to do unique contributive work ?and develop your voice, you must have the courage to offend." If you are looking for someone to be in your corner as you go about speaking in your voice to the world, I heartily recommend this book!

Ilona says

Some really good tips.

Julie Kittredge says

Didn't finish it. Good content, just too dry for me. Too many other books calling my name ... not sure why I lost interest.

Miguel Panão says

If

Donna Hinkley says

Excellent book, loved it. I have read it carefully and even took notes. This book I would recommend to everyone who has an instinct and drive to achieve an inner strength. I paint, draw, and write. But I get discouraged easily. Inside me I have a need to do these things and for some reason I stop them. This book has given me understanding to become strong in the knowledge of how to succeed. I love this book.
