

# FINDING YOUR VOICE

ANITA BOOTH

THE COURAGE  
TO BE SEEN,  
HEARD, AND  
REMEMBERED



# Letter from *Arita*



## *Finding My Voice*

When I look back on the early years of my career, I know I struggled, like many people do, with finding my voice.

I don't mean speaking up in meetings or sharing my opinions. I believe I always had a strong voice. From my grade school days, I was never shy. I liked to talk, and that hasn't changed. I often shared my thoughts without fear.

I grew up in an Italian household with older siblings and very vocal parents.

As far back as I can remember, there were lively conversations around the dinner table. We spoke loudly, passionately, and sometimes at the pitch of a yell as we debated and discussed our views. Everyone had something to say, and everyone made sure they were heard.

Then I entered the boardroom.

I quickly learned that being loud was not the same as being influential. In fact, some of the most respected leaders in the room were often the quietest. They listened carefully, spoke thoughtfully, and when they did speak, people paid attention.

I remember wondering what that meant for me. If I wasn't meant to be the loudest voice in the room, how would I make an impact? If I wasn't meant to be loud or gregarious, what did that mean for this vocal Italian girl?

There began my journey of finding my voice.

Over time, I realized that finding your voice means much more than speaking up for yourself or someone else. For me, it became a much deeper journey. It was about discovering meaning in the work I did each day. It was about understanding my values and deciding how I wanted to show up at work, in my community, and in my life.

Midway through my career, I came to an important realization about leadership. Great work comes from people who care and who show up every day with good intentions. I spent time understanding my colleagues and appreciating those who gave their best to their work each day.

As I began recognizing people not just for achieving goals, but for how they showed up, how they contributed, and how they brought their unique talents forward, I started to find my own voice.

By understanding my strengths, my skills, and where I naturally thrive, I was able to help others do the same.

Finding your voice is not simply about showing up authentically. It is about knowing what you stand for and demonstrating it in every part of your life. In meetings. At events. At home. With friends. With colleagues.

As a marketing professional, I spent much of my career helping organizations build their brands. Ironically, it was when I found myself without a job that I spent the most time discovering my own brand. I began asking myself who I was and what I wanted others to know about me.

This journey is never finished.

I am not the same leader I was in my twenties, thirties, forties, or even when I first entered my fifties. I continue to learn, grow, and strengthen my voice.

If you are beginning to find your own voice, start by asking yourself a few simple questions:

- What are my core values?
- What can I tolerate the least?
- What inspires me to be better?
- What do I want others to know about me?

These questions are only a starting point, but they can help you better understand yourself, define what matters most, and continue to own your voice.

Finding your voice is not about becoming someone else. It is about becoming more of who you already are.

It is a journey of understanding what matters to you, what you stand for, and how you choose to show up in the world.

My hope is that the stories and insights in this issue help you take another step toward owning your voice and sharing it with confidence.

*I quickly learned that being loud was not the same as being influential.*



*Anita Liana Booth*  
LEADERSHIP & BRANDING ADVISOR

Reflection:

What part of your voice has been waiting to be heard?



# WHY YOUR VOICE MATTERS MORE THAN EVER IN A WORLD OF AI AND NOISE



*Y*our voice matters more than ever in a world increasingly influenced by artificial intelligence. With tools like ChatGPT, Claude, Gemini, and countless other AI platforms becoming part of our daily lives, the way we communicate is changing rapidly. We can now draft emails, write articles, create presentations, and generate ideas in seconds.

While these tools offer incredible advantages, they also introduce an important question: Whose voice are we really hearing? Finding your voice has taken on new meaning in the age of AI. It is no longer just about discovering who you are. It is also about preserving what makes you uniquely human.

*The question is not whether you use AI. The question is whether your audience can still recognize you within the message.*

As more people rely on AI-generated content, we risk sounding increasingly alike. The same phrases, the same buzzwords, and the same polished responses begin to appear everywhere.

The challenge is not whether to use AI.

The challenge is ensuring that your thoughts, experiences, values, and perspective remain at the center of what you communicate.

Your voice is more than the words you choose. It reflects your experiences, your beliefs, your struggles, your successes, and the unique lens through which you see the world.

No AI tool can replicate the journey that has shaped you. Some may call it personality. Others may call it authenticity. I believe it is something even deeper.

Our voice carries our energy, our intentions, and our values. It is how we connect with others and build trust. As a communications professional, I appreciate the benefits of AI. I often use it to refine ideas, improve clarity, or strengthen my writing. It can be an incredibly valuable tool.

But there is an important distinction between using AI to enhance your voice and allowing it to replace it.

The question is not whether you use AI.

The question is whether your audience can still recognize you within the message.

In a world filled with noise, automation, and endless content, your greatest differentiator is not technology.

It is your perspective.

Your voice is what makes you memorable.

Your voice is what makes you human.

And that is exactly why it matters more than ever.

*In the age of  
AI, your voice  
is your  
greatest  
advantage.*

*Discovering What You  
Stand For*

The

*Brand*

*Within*



When you understand what you care about, what you believe, and what you want to change, your voice becomes clearer, stronger, and more authentic.

Your voice begins long before you speak.

It is shaped by your experiences, values, beliefs, and the things that matter most to you.

Before you can confidently share your voice with others, you need to understand what is driving it.

What Do You Care About?

- What topics energize you?
- What conversations do you find yourself returning to?
- What problems would you like to help solve?
- What impact do you hope to have on others?

What Do You Believe?

- What principles guide your choices?
- What do you believe makes a great leader?
- What values are non-negotiable for you?
- What lessons have shaped your worldview?

What Do You Want to Change?

- What frustrates you about the status quo?
- What would you like to see more of in your workplace, industry, or community?
- What would you advocate for if you knew you could not fail?
- What change would you like to leave behind as part of your legacy?

Reflection:

What is one belief you hold that you've never shared publicly?

# WOMEN WHO FOUND THEIR VOICE

What was the moment you realized your voice mattered?

I realized my voice mattered when I saw that sharing my perspective could help someone else feel seen, understood, or inspired to take action. It was not one defining moment, but a gradual realization that my lived experience, intuition, and ideas had value. That became the heart behind JUMPin2it—a platform created to help entrepreneurial women gain clarity, and confidence as they grow their businesses.

What held you back from speaking up or showing up?

For a long time, I worried about being judged. Like many women, I believed I had to have everything figured out before I could fully show up. Confidence is not something you wait for—it is something you build by taking the first step. That's why I created the Brand Reality Check: to help business owners see what's working, what may be holding them back, and where to focus next.



Gabrielle Hailmann  
CEO 360 Integral Marketing |  
Founder JUMPin2it

What advice would you give someone who is still finding their voice?

Start where you are. Your voice does not have to be perfect to be powerful. Focus on what you care about, what you know to be true, and how your experience can help others. The more you use your voice, the stronger it becomes. Someone out there needs the wisdom, perspective, and experience that only you can share.

To learn more about Gabrielle Hailmann visit [360integralmarketing.com/jumpin2it](https://360integralmarketing.com/jumpin2it)

# WOMEN WHO FOUND THEIR VOICE

What was the moment you realized your voice mattered?

Finding my voice began in high school when I joined the speech team. What started as learning how to speak in front of an audience became a lesson in confidence. I realized that when I shared my ideas with authenticity and conviction, people listened. This is the moment I understood that my voice mattered - and it gave me the confidence to keep speaking up, a lesson that has stayed with me throughout life and career.

What held you back from speaking up or showing up?

I was often held back by the dynamics of the room. When surrounded by people in positions of authority or with louder voices than mine, I sometimes doubted whether my voice belonged. Experience in life and in professional settings has taught me that my voice absolutely matters.



**Samantha Cheung**  
Principal & Co-Founder,  
Balsam Advisory

What advice would you give someone who is still finding their voice?

Your voice doesn't have to be the loudest to make an impact. Be authentic, be prepared, and don't underestimate the value of your perspective. Also, remember to speak with curiosity, not perfection.

**To learn more about  
Samantha Cheung, visit  
[balsamadvisory.com](https://www.balsamadvisory.com)**

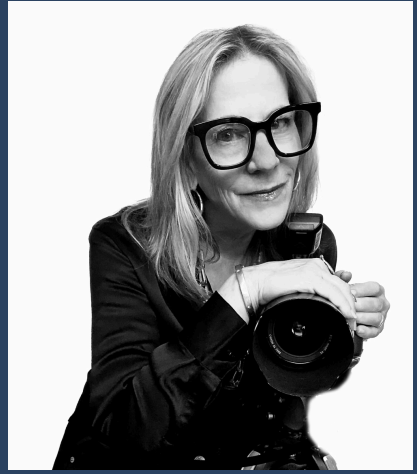
# WOMEN WHO FOUND THEIR VOICE

What was the moment you realized your voice mattered?

I realized my voice mattered when I started using LinkedIn intentionally to engage with entrepreneurs and business owners. What began as sharing my thoughts quickly turned into meaningful conversations. People were not just reading my posts—they were responding, asking questions, and taking action. That was when I understood my voice was about more than photography. It was about helping people show up with confidence.

What held you back from speaking up or showing up?

I wanted to be clear on what I wanted to say. I knew I had valuable experience to share, but I wanted my message to be authentic and aligned with who I am. In fact, I redesigned my website four times before it truly reflected my vision. I learned that finding your voice is not about speaking louder. It is about sharing your message with clarity and confidence.



**Caryn Silverstein**  
Caryn Silverstein Photography  
Photographer & Creative Director

What advice would you give someone who is still finding their voice?

Consistency matters. Finding your voice comes from showing up, sharing your ideas, and refining your message over time. Trust the process, even when you question yourself. Keep going. Success does not come from being perfect. It comes from staying the course long enough to be heard.

To learn more about Caryn Silverstein, visit [carynsilverstein.com](http://carynsilverstein.com)

*Your voice is what  
makes you  
memorable.*

*Your voice is what  
makes you human.  
And that is exactly  
why it matters more  
than ever.*

# Voice in Action

*F*our Practical Ways to Make Your Voice Heard

## LinkedIn

Share one original thought each week. Tell stories, not accomplishments. Comment with insight rather than simply congratulations. Allow your perspective to shine through.

## Speaking Opportunities

Volunteer to moderate a panel. Lead a team discussion. Present at an industry event. Remember that visibility builds confidence.

## Networking Conversations

Lead with curiosity. Ask meaningful questions. Share your experiences, not just your title. Focus on connection rather than impression.

## Personal Storytelling

Stories are memorable. Share lessons learned. Talk about challenges and growth. Allow people to see the person behind the professional.



*Visibility is not about self-promotion. It's about contribution.*

## Your Voice, Your Next Step

Take a few moments to reflect on the questions below.

- What do I want to be known for?
- When do I feel most authentic?
- Where am I holding back my voice?
- What conversation have I been avoiding?
- What belief am I ready to stand behind more confidently?
- If people described my voice today, what would they say?
- If people described my voice one year from now, what would I hope they say?
- What is one action I can take this month to make my voice heard?



## Closing Reflection

Your voice does not need to be louder.  
It needs to be clearer.  
The world does not need another version of someone else.  
It needs the version of you that only you can bring.

Reflection:

Where in your life or work are you holding back because you worry about being seen?

# Finding Your Voice, Building Your Blueprint

Every strong brand starts with clarity.  
The first step is knowing who you are  
and what you stand for.

This includes:

- Defining your purpose
- Understanding your values
- Identifying your audience
- Clarifying your message
- Discovering what makes you different

## The First Step:

- Get clear on your core
- Know your audience
- Choose your lane
- Shape your message
- Start showing up consistently

Your blueprint is not about perfection.  
It's about direction.

You don't need to have it all figured out.  
You just need to begin.

Clarity today creates confidence tomorrow.  
Start where you are.



**GET YOUR ALIGNED PURPOSE BLUEPRINT**

A simple first step to clarity, alignment and momentum.

VISIT [ANITABOOTH.ORG](https://ANITABOOTH.ORG) TO GET STARTED →

# FINDING YOUR VOICE

ANITA BOOTH



*Your voice already exists.  
Your work is simply to  
find it, trust it, and  
lead with it.*

*Visit [anitabooth.org](http://anitabooth.org) to  
connect and learn more.*