



## You Are the Message: Secrets of the Master Communicators

*By Roger Ailes*

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Ailes, a television producer and communications consultant, has worked with Ronald Reagan, many U.S. Congressmen, and some of America's top executives. In his book he teaches simple concepts and techniques for personal and professional communication.

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#### Review

"A first-class book that takes you behind the podiums with the big names in politics and industry. Don't say a word until you get through this one." --*The Wall Street Journal*

Accomplished Media Master Reveals Deepest Secrets of Powerful Communication in a Brilliant Bestseller

"...on the money when it comes to the techniques of public speaking...interesting reading, just as Ailes himself is an interesting man." --Sam Donaldson, ABC TV coanchor of "Prime Time Live" and ABC News correspondent

"...practical, sensible and entertaining...a wonderful store of anecdotes...Ailes, unlike so many self-help book authors, has a record of success to back up his advice." --Miami Herald

"...one of the best books I've ever read." --Marvin Kitman, media critic, *Newsday*

"...here is truly the chance of a lifetime with one of the best speech coaches in America." --CNN

"...a tremendous help for somebody who wants to go out--or has to go out--and communicate." --ABC Talkradio

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#### From the Inside Flap

"'You are the message.' What does that mean, exactly? It means that when you communicate with someone, it's not just the words you choose to send to the other person that make up the message. You're also sending signals about what kind of person you are--by your eyes, your facial expression, your body movement, your vocal pitch, tone, volume, and intensity, your commitment to your message, your sense of humor, and many

other factors.

The receiving person is bombarded with symbols and signals from you. Everything you do in relation to other people causes them to make judgments about what you stand for and what your message is. "You are the message" comes down to the fact that unless you identify yourself as a walking, talking message, you miss that critical point.

The words themselves are meaningless unless the rest of you is in synchronization. The total you affects how others think of and respond to you.

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#### **Michael Grammer:**

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