



# You Are the Message: Getting What You Want by Being Who You Are

By Roger Ailes



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*"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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## You Are the Message: Getting What You Want by Being Who You Are By Roger Ailes Bibliography

- Sales Rank: #93169 in Books
- Brand: Crown Business
- Published on: 1995-12-01
- Released on: 1989-08-20
- Original language: English
- Number of items: 1
- Dimensions: 8.23" h x .64" w x 5.50" l, .55 pounds
- Binding: Paperback
- 256 pages

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"...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

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#### From the Inside Flap

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