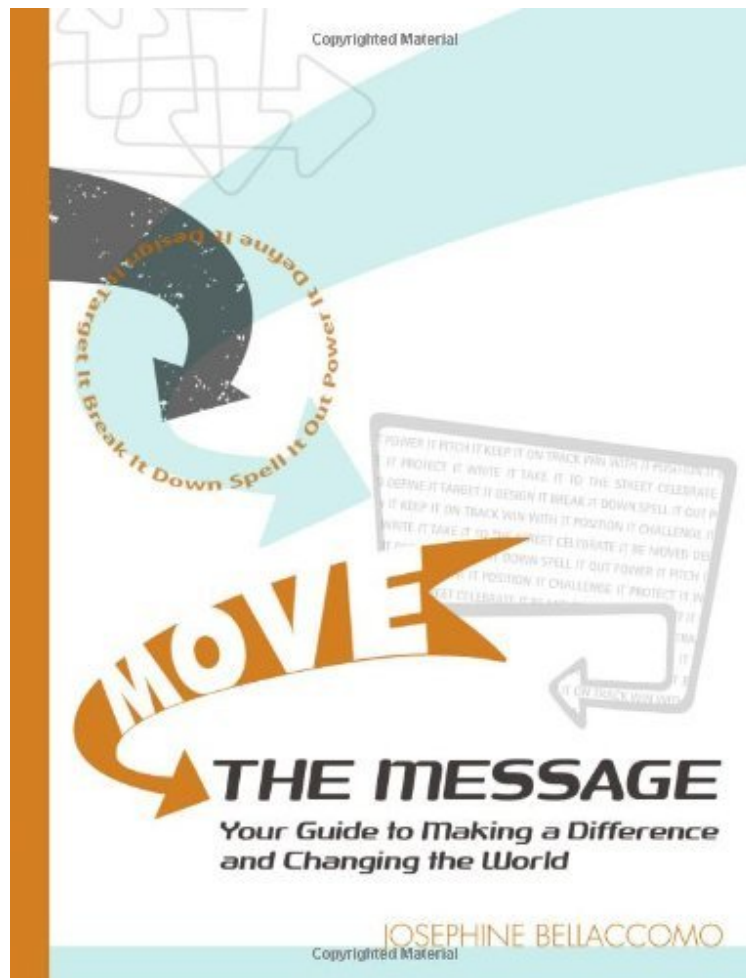


[Ebook pdf] Move the Message: Your Guide to Making A Difference and Changing the World

Move the Message: Your Guide to Making A Difference and Changing the World

Josephine Bellacomo

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Josephine Bellacomo : Move the Message: Your Guide to Making A Difference and Changing the World
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Move the Message: Your Guide to Making A Difference and Changing the World:

1 of 1 people found the following review helpful. A Reference for every Activist's Book Collection By Pamela Ziemann Josephine Bellacomo is a role model for courage. She's put what she's learned about effective communication into this book to help activists make a significant difference in the world. If you've found yourself wanting to strategically speak to the power holders or better handle objections people give you about your message, have this book handy. It's one thing to feel empathy for activists, it's another to care so much you take the time to break down each aspect of being an activist and then give specific tools for each situation. Well done! Josephine helped me see how detailed facts add credibility and when I can make a bigger impact using other people's quotes. Josephine

covers how to deliver the message as well. In my work, I've found that helping people get comfortable with pausing and connecting with their audience increases their confidence level and builds trust with the audience. Most of us have been well trained to fill in any silent space with words that simply dilute the power of our message. Knowing when to stop is an art form that can be learned and used with grace in even the toughest situations. Whatever your cause, learning to communicate it simply, powerfully and memorably is time and money well spent. 8 of 10 people found the following review helpful. An Incredible Book! By Caryn Hartglass Move the Message is an absolute must-read for all activists of any degree. THIS IS AN INCREDIBLE BOOK! It is phenomenally well-written, thoughtfully organized and thoroughly complete down to the simplest details. Bellacomo provides step-by-step procedures for effective presentations, letter writing, press releases, rallying, protesting, etc. Her approach is extremely sensible and positive. I recommend reading the entire book and then using it as a reference for specific activities. Even the most seasoned presenter will find new, valuable ideas that will bring his or her effectiveness to a higher level. If you are a hard-working activist feeling the burnout and frustration of putting in lots of energy with little apparent payoff, this book is for you. You will find ways to freshen and focus your approach with rewarding results. If you are moved to make a difference but are fearful of being in front of people and negotiating with the opposing side, this book is for you as well because the method to prepare yourself is so easy to follow, with very small, manageable steps. Move the Message does not eliminate the work that you need to do but it provides a meticulous format to guide you all the way to success. There are numerous examples of actual events that Bellacomo uses to illustrate her points. Not only are they useful, but they are interesting as well as informative. Many provide inspiration, showing how a well-planned activity can demonstrate the desired result. There are numerous tips on how to deal with the media, the police, the crowd, team members and those she terms the "power holders." She gives advice on what to do and not do if you are arrested. The book provides instructions on how to use your eyes, hands and feet with explanations why and what the affects will be in different situations. Some of the information may seem obvious but we may not have given much thought to its impact. Bellacomo makes crystal clear the importance of your appearance. The author actually follows her own recommendations and is an excellent speaker, communicator and trainer. Inviting Josephine Bellacomo to give a talk or workshop on effective activism would be a worthwhile venture. If all of us followed the procedures outlined in Move the Message I truly believe we could move mountains, making a powerful difference to change the world for the better. 2 of 3 people found the following review helpful. a very helpful book By Nathan Nobis This is an excellent book, very helpful for anyone trying to present a message and encourage others to get on board. Highly recommended. Check out the publishers' page for more info. on it.

Many of us—without the money to contract special media consultants or expensive public relations firms—want to create change in the world, but find communicating our vision difficult, whether our audience is one individual, small groups, large audiences, or the media. Take action and empower others to act with this strategic approach. Target your message to the appropriate power holders. Design and pitch a compelling, persuasive presentation with visual impact. Field questions and comments to energize your audience to take action and move the message to others. With confidence, negotiate for progressive outcomes, construct captivating soundbites to the media, deflect personal attacks, and take the message to the streets to get winning results. In Move the Message, communications consultant and activist Josephine Bellacomo delivers a step-by-step process, complete with tips, tactics, strategies examples and exercises, to ensure that your message is focused, powerful and unstoppable. Whether the difference you want is local or global, this guide is essential for activists and concerned individuals working to create lasting change. Whether the difference you want to make is local or global, Move the Message is an essential guide for activists and concerned individuals in any cause, and is sure to become a classic in the field.

From Publishers Weekly In this comprehensive but dry guide, Bellacomo teaches social activists how to craft "a powerful, positive message that targets those who have the power to make change happen as quickly as possible, and moves those who hear the message to take action and want to move the message, too." An activist and public speaker who has worked as a communications coach for over 10 years, Bellacomo argues that it is the minutiae of your argument—how you define it, target it, design it—that makes real world change possible. The power of positive persuasion is at the root of any good activist's campaign, she says: "STOP or DON'T messages either conjure or emphasize problem images, whereas DO messages work because they help your audience visualize the positive outcome you want." While her guide is certainly thorough, Bellacomo tends to discuss her methods in a highly theoretical manner, an approach that may alienate some readers. (The maps, arrows and charts sprinkled throughout the volume don't make for very intriguing visuals, nor do they help her discussion of communication tactics feel any more concrete.) The few examples of real-life activist campaigns that Bellacomo does include are predominantly taken from the animal rights and environmental movements because, she explains, these messages "are some of the most challenging to make heard." Still, in the current, polarized sociopolitical climate, there are several more timely issues that could have helped this guidebook feel more up to date, and less like a textbook. Bellacomo is at her most engaging when she offers straightforward advice, such as how to target a specific audience, how to reach a

more diverse group and how to "create sharp soundbites." At these moments, her guide becomes interactive and useful, and moves its message too. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Josephine Bellacomo is a communications coach with more than 15 years experience training corporate CxOs, social entrepreneurs and social advocates, dramatically improving their ability to make winning presentations, engage in effective communication, develop deeper relationships, build inspired teams, and get lasting results. She divides her time between New York and San Francisco.