



PRAISE FOR FRANK LUNTZ AND *WORDS THAT WORK*:

"Great words can accomplish great things. If you really want to capture the power of communication, read *WORDS THAT WORK*."

-- **Frederick W. Smith (chairman and CEO, FedEx Corporation)**

"Language is like music. Unfortunately, the Republicans have a Paul McCartney in the person of Frank Luntz. Somehow, we Democrats got stuck with Yoko Ono."

-- **Al Franken**

"Words are enormously important to me. I love language, the sheer pleasure of words in the right order. Frank Luntz is brilliant about words."

-- **Rudy Giuliani**

"Frank Luntz understands the power of words to move public opinion and communicate big ideas. Any Democrat who writes off his analysis and decades of experience just because he works for the other side is making a big mistake. His lessons don't have a party label. The only question is, where's our Frank Luntz?"

-- **Senator John Kerry**

"If you can't afford to hire Frank Luntz, you have to read *Words that Work*."

-- **Steve Wynn**

"Words can injure our egos and inflame our hearts. They can shape our beliefs, impacting the actions of generations to come. For the last 15 years, Frank Luntz has been behind some of the most important words ever spoken... this book is no different – a MUST read!"

--**Tony Robbins**

"The media made a linguistic Svengali out of GOP wordsmith Frank Luntz, who was credited with getting the Republicans to adopt phrases such as 'opportunity scholarships' for vouchers and 'climate change' for global warming. Wherever you went, Democrats were talking about the importance of 'framing' and 're-messaging'."

-- **Los Angeles Times**

As one of the hottest pollsters in America, Frank Luntz is called on by politicians, corporations, and the media to identify what words, messages, and themes resonate with the public. He engineered both the Republican "Contract With America" victory in 1994 and helped more than two dozen Fortune 500 companies and their CEOs. In his latest book, **WORDS THAT WORK: It's Not What You Say, It's What People Hear (Hyperion; January 2, 2007; \$24.95; Hardcover)**, Luntz shows us that the power of words is undeniable. The right words can get someone hired, start an advertising

phenomenon, or even propel a person to stardom, whereas the wrong words can be as disastrous as the right ones are awe-inspiring.

In **WORDS THAT WORK**, Luntz offers a one-of-a-kind, behind-the-scenes look at how the use of words and phrases and the power of language affect what we buy, who we vote for, and what we believe in. The book:

- 1) **Includes a specific listing of more than 20 commonly used political words that are ineffective along with more popular replacements. Nothing like in this has appeared in any book until now.**
- 2) **contains interviews with some of the most influential people whom have had a significant impact on our language and communication, including: Colin Powell, Henry Kissinger, Jack Welch, Larry King, Aaron Sorkin, Bill Maher, Norman Lear, Robert Shapiro, and Steve Wynn.**
- 3) **Explores the significant difference in language usage and effectiveness of men and women.**
- 4) **Identifies the “10 Rules of Effective Communication” that apply to all areas of life. In order to be successful communicators, Luntz tells us to:**
 - **Visualize** – Campaigns such as M&M’s “*melts in your mouth, not in your hand*” invoke a mental image and leave a lasting impression.
 - **Ask a Question** – “*Got Milk?*”, arguably the most memorable print ad of the past decade, owes its success to the personalization of a question; it appears to be directed specifically at each person who reads it.
 - **Be Brief** – A short phrase or sentence fragment clearly worded packs more power than a longer, wordier phrase. Nike’s “*Just do it*” slogan helped launch a sporting goods empire virtually overnight.
- 5) **Provides an exclusive look at the language development behind two of the biggest political stories of the past decade: the Senate trial of President Clinton and the 2003 recall of Gray Davis and election of Arnold Schwarzenegger.**
- 6) **Examines and evaluates the most famous advertising slogans and jingles**

And recently added:

An addendum devoted to the dissection of what went wrong for the Republican Party in this past election.

Whether you aim to motivate your employees, boost company sales, get the raise you know you deserve, or even simply strengthen the communication within your family, **WORDS THAT WORK** provides the verbal tools and mental strategies to help you get there. Take it from the man who has been called “one of the master-wizard pollsters of Washington” – it’s not what you say, it’s what people hear.

ABOUT THE AUTHOR: Frank Luntz is one of the most respected communication professionals in America today. He has developed campaigns for Merrill Lynch, Federal Express, AT&T, Pfizer, and McDonalds. Luntz is the first resource media outlets turn to when they want to understand American voters. His recurring segments on MSNBC/CNBC during the 2002 election cycle won an Emmy. He lives in Alexandria, VA.

WORDS THAT WORK: It’s Not What You Say, It’s What People Hear

By Frank Luntz

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