



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

Josephine Bellacomo

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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.



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