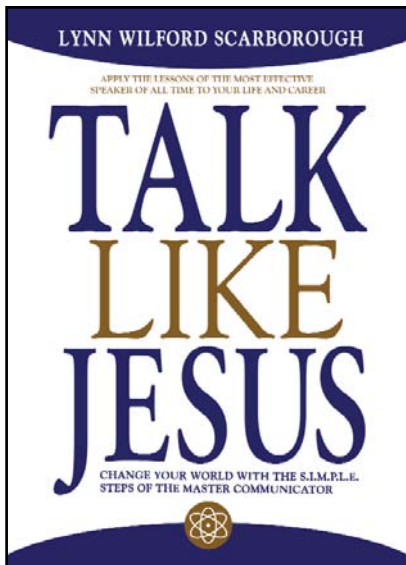


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“Without a doubt, Jesus was the greatest communicator of all time.”
(Lynn Wilford Scarborough, Author of *TALK LIKE JESUS*).

BEVERLY HILLS, CALIFORNIA—October 31, 2007—*TALK LIKE JESUS* evaluates the communication style of the “Master Communicator” through the eyes of a national television news consultant and media coach—revealing the techniques that work in an information-saturated world.

With careful analysis, historical references, and humorous storytelling, *TALK LIKE JESUS* discovers the secrets of Jesus’ communication techniques, and explains how they can be applied to your life and your business. This is not your ordinary “Sunday School” Jesus. Instead, we discover a Jesus who is strong and direct, and did not suffer fools or waste his time with those who were hard-hearted or self-important.

From public to private, adversarial to intimate, student to politician, this book gives practical suggestions and meaningful applications that will empower anyone’s communication. In evaluating Jesus’ communication style, and comparing it to contemporary examples, the book provides a “S.I.M.P.L.E.” method of practical applications based on six communication techniques used by Jesus: Stories, Interaction, Multi-layer Communication, Preparation, Love, and Exacting Effort. The S.I.M.P.L.E. steps are explained using the same tools and presentation techniques used by TV pros and journalists.

Born in a barn, raised in a ghetto, and a common laborer by trade, Jesus spoke in obscurity—but what did Jesus of Nazareth do to become the most quoted person in the western world? Imagine a Jesus that is a combination of talk show host, investigative reporter, movie producer and comedian—and you begin to get the picture. In this groundbreaking new book, the reader will find that Jesus was like:

- A skilled journalist, who used questions to expose truth and deflect criticism.
- A masterful film director, who crafted stories that resonated and became part of us.
- A seasoned television producer, who knew the power of a cliffhanger.
- A talented radio host, who drove his point home with truth and common sense.
- A sensitive songwriter, who crafted with graceful pictures that explode into memories.
- A top print reporter, who presented the information logically and economically.
- A poet, who sparkled the spirit by uniting the familiar with revelation.
- A news anchor, who knew how to craft a sound bite and use hooks and teases to keep his audience involved.



LYNN WILFORD SCARBOROUGH is founder of EmPowerCom, a firm specializing in strategic business communications and media training. For 20 years, the author has worked with over 200 news organizations including ABC, CBS, CNN and FOX. Her clients have included such notables as Paula Zahn, Catherine Crier, Deborah Norville, Isaiah Thomas, Banquita Cullum and Lars Larson.

