

# Frank Luntz

## Quotes

*People, Communication, Winning, Book, Thinking, Principles, Successful, Powerful, Needs, Way, Passion, Want, Phrases, Trying, Emotional, Problem, Guy, Important, Language, Done*

The principles behind explaining and educating the product or the elected official is similar, even though the actual execution of it is very, very different.

~Frank Luntz

It's not what you say, it's what people hear.

~Frank Luntz

A compelling story, even if factually inaccurate, can be more emotionally compelling than a dry recitation of the truth.

~Frank Luntz

It is acceptable to bring someone to tears if it explains to them in an emotional way why a product, a service, or a candidate is the right person, is the right thing to do.

~Frank Luntz

Politics is gut; commercials are gut.

~Frank Luntz

I have seen how effective language attached to policies that are mainstream and delivered by people who are passionate and effective can change the course of history.

~Frank Luntz

Ideology and communication more often than not run into each other rather than complement each other. Principle and communication work together. Ideology and communication often work apart.

~Frank Luntz

Nothing guarantees more applause and more support than the call to abolish the IRS.

~Frank Luntz

The fundamental problem for Republicans when it comes to the environment is that whatever you say is viewed through the prism of suspicion.

~Frank Luntz

Republicans use think tanks to come up with a lot of their messages. The think tanks are the single worst, most undisciplined example of communication I've ever seen.

~Frank Luntz

Preserving parks and open spaces is a winner because it doesn't need to be explained to everyday Americans.

~Frank Luntz

I've done reasonably well over the last 10 years because I took the strategy of language and politics and applied it to the corporate world, which has never been done before.

~Frank Luntz

You cannot lie ever, because a lie destroys the credibility of the product, and credibility is more important than anything. Credibility's even more important than clarity.

~Frank Luntz

The way you communicate an idea is different than the way you communicate a product.

~Frank Luntz

It's all emotion. But there's nothing wrong with emotion. When we are in love, we are not rational; we are emotional. When we are on vacation, we are not rational; we are emotional.

~Frank Luntz

What matters most in politics is personality. It's not issues; it's not

image. It's who you are and what you represent.

~Frank Luntz

Some people call it global warming; some people call it climate change. What is the difference?

~Frank Luntz

If you're a good numbers person, you're a bad language person.

~Frank Luntz

By the way, for those who are listening, I absolutely define - I have a face for radio. Unfortunately, I've got a voice for print. So I apologize for the sandpaper you're listening to.

~Frank Luntz

The most powerful visual in America today is actually the Statue of Liberty.

~Frank Luntz

The visual is important. "Let's get to work" says let's get it done, and that's what they want.

~Frank Luntz

The public wants to know why or why not. They don't want to know how you're going to do it.

~Frank Luntz

The best advertising and the best communication when it comes to business is that which makes you smile, that which makes you think, that which makes you ponder.

~Frank Luntz

You need good principles and good language if you are to succeed.

~Frank Luntz

It applies even more to politicians because they are living, breathing embodiments of the language that they use. And it's why how you start the conversation, and how you end it, matters so much.

~Frank Luntz

Rick Scott used let's get to work to say: All these politicians talk; it's time to do. Everybody else talks about the problem; it's time to find the solution.

~Frank Luntz

The most powerful call to action of anything that we've ever tested: Let's get to work. I didn't create that phrase. It came from Rick Scott, the current governor of Florida.

~Frank Luntz

The problem is people become so angry. And they become so vicious.

~Frank Luntz

The Republicans are mad at Donald Trump, and the Democrats are mad at Hillary Clinton. And the Bernie Sanders people are mad at everybody. When has that ever happened?

~Frank Luntz

If you're fighting against a minimum wage increase, you're fighting an uphill battle, because most Americans, even most Republicans, are okay with raising the minimum wage.

~Frank Luntz

While it is important to trash the governor, it should be done in the context of regret, sadness and balance.

~Frank Luntz

What the people now respond - and the goal of those ads is to merely get the name of the medication into the minds of the consumers so that

they will ask their doctor about it. That's the whole goal.

~Frank Luntz

Richard Nixon will always go down as a failure because of one stupid, moral - and that goes back to that last chapter, on principles.

~Frank Luntz

There are words that work, that are meant to explain and educate on policies that work, on products that work, on services that work. I'm not going to ever try to sell a lemon. I don't do that.

~Frank Luntz

Traditional market researchers are cold and calculating and scientific.

~Frank Luntz

Most voters would rather have their purse or wallet stolen than be audited by the IRS.

~Frank Luntz

Writing a book is the most difficult, anxiety-prone aspect of my life because the words that I put on paper are very serious to me.

~Frank Luntz

We are so divided, and we recognize that we're divided, that we're looking for ways to come together.

~Frank Luntz

That's the kind of visual that you're trying to attract - something that in some way or another, connects you to what's happening there in a realistic way.

~Frank Luntz

My father was a dentist, and I always thought that he was one of the 10. It's an interesting way to personalize and humanize, which is one of

the most important aspects of communication.

~Frank Luntz

We will be far more effective as communicators when we acknowledge our mistakes, and then we try to make them up.

~Frank Luntz

The second most important attribute of winners, after understanding the human dimension, is knowing what questions to ask, the rhetorical nature.

~Frank Luntz

It has to be simple, but then you deliver them a principle: The simple truth is, as a matter of principle, we cannot spend more than we take in. Something - that changes the tone of the debate.

~Frank Luntz

Believe in better is one of the most powerful words you can use in the business community.

~Frank Luntz

Whether or not you liked George W. Bush, there was no doubt about what position he was going to take, and that's what endeared him to a significant segment of American society.

~Frank Luntz

Your words have power. Find words that unite. Find words that unify.

~Frank Luntz

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