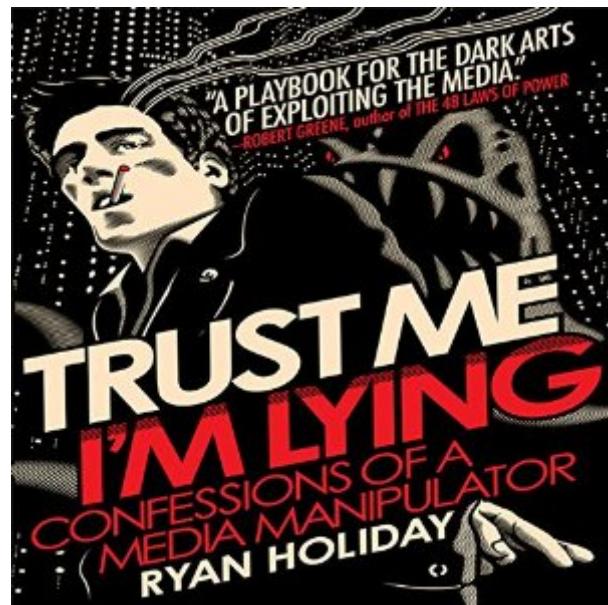


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# Trust Me, I'm Lying: Confessions Of A Media Manipulator



## **Synopsis**

"You've seen it all before. A malicious online rumor costs a company millions. A political sideshow derails the national news cycle and destroys a candidate. Some product or celebrity zooms from total obscurity to viral sensation. What you don't know is that someone is responsible for all this. Usually, someone like me. I'm a media manipulator. In a world where blogs control and distort the news, my job is to control blogs-as much as any one person can. In today's culture...1) Blogs like Gawker, Buzzfeed, and the Huffington Post drive the media agenda. 2) Bloggers are slaves to money, technology, and deadlines. 3) Manipulators wield these levers to shape everything you read, see and watch-online and off. "Why am I giving away these secrets? Because I'm tired of a world where blogs take indirect bribes, marketers help write the news, reckless journalists spread lies, and no one is accountable for any of it. I'm pulling back the curtain because I don't want anyone else to get blindsided. I'm going to explain exactly how the media really works. What you choose to do with this information is up to you."

## **Book Information**

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## **Customer Reviews**

This book makes the other books I have read on social media and blogging virtually worthless. Holiday lays out more effective plans, proven by his track record, and pulls it off for less money. If you have any interest in business, social media, or blogging than it is a must read. That said, I think it does ultimately fall short of its potential for a few specific reasons. The good outweighs the shortcomings, but there are people I won't recommend the book to because of them. First, the

good. The Good\* Ryan Holiday can write. He is a great writer, and this is a refreshing read.\* Gut-wrenching info on the structure of today's media. Literally made me sick to my stomach at points.\* Content is very strong, delivers high value for the money. If you are thinking about getting this, get it - you will get the best marketing advice you have read for a pittance.\* Well-researched, funny, and an entertaining read. The Bad\* The structure of this book is a little muddled. It's really three books in one. First, it is a confession of what Holiday has done for his clients. Secondly, its a book on how you can do it yourself. And lastly, its a book that proves that you should not do it and should actively fight against how the media is structured.\* Because of the three-books-in-one, I have found that I have fewer people in my sphere to recommend it to. There are many people that I wish I could give the warnings about the media portion to, but the other parts of the book would be useless to them. For me, and probably for any entrepreneur, the whole book is valuable - for the general public, not so sure. The Ugly\* The writing is very good, the content is excellent.

Make no mistake. This is not some reformed offender coming clean after some soul searching, as the author is attempting to project himself. And no, this book is not a free manifesto to download to help us clueless masses get enlightened about the ways of the media. No sir! This is a man with an overpriced product to sell, a man out to remove money from your pocket using the exact same tricks he deployed in his book for his clients. In the book he talks about Jeff Ritze (one of his many fake profiles) who went about planting deceptive stories (using fake email addresses) in the media to help his clients manipulate public perception, sell more and make a fortune. The author continues to use that self-same deception to now sell THIS book. In the book's description he says, "Why am I giving away these secrets?...I'm pulling back the curtain because I don't want anyone else to get blindsided". But alas, he goes about promoting this book using the exact same fraud that he describes delivering for his clients. Here are some of them...-----1) Fake profiles-----'C.L.Mershon' was the FIRST person to give this book a 5-star review. CL Mershon then hangs out in the comments section, answering questions from readers, bending over backwards to resolve their queries, as if he were the CUSTOMER SUPPORT person for the book! And if that was not enough of a giveaway, he then religiously UPDATES his review to bring you Ryan Holiday's "LATEST" exploits in the media. :)-----2) Assistants that neutralize enemies on the net-----One of the reasons I updated this review is to inform readers about the speed with which people swarmed in and marked my review UNHELPFUL.

I've been in the communications/public relations world for a number of years. I've worked for the

U.S. federal government, private companies and non-profits. This book was referenced by a student in my master's program and I decided to pick it up at the local bookstore and give it a read. It is not often I don't finish a book I start, but unfortunately I found "Trust Me, I'm Lying" to be a complete waste of time. Maybe I come at it from an angle to educated on the subject to be entertained by Ryan Holiday's "ground breaking" discoveries and maybe I just expect better writing. First, discoveries: Nothing Holiday writes is "new." There are good actors and bad actors in the world of PR. This is true of any industry. The bad "flacks" tarnish the image of the good "flacks" just as a bad doctor tarnishes the image of a good doctor. Holiday comes from the world of "bad flacks." That's fine. The truth eventually catches up with them. Bad individuals and bad firms earn reputations that follow them around. Do they find work? Sure. So do criminals though. That's not a testament to their virtue. "Look we can shape opinions with cleverly crafted lies." The crafting isn't clever and shaping opinions with lies is nothing new. Second, the writing: Bad. Just bad. Holiday's writing reminds me of a few papers I wrote in my early high school days, where I was searching for filler. You know the kind of paper.... restating the exact same idea 10 ways to get 10 paragraphs. Now extend this idea from the early high school filler paper to an entire book. It's exhausting and sad. But then, this is what happens when someone writes "above their paygrade."

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