

Tagline

Steve Cone

How to Write a Tagline James Newell,2017-09-09 Human attention span: 8 seconds. Goldfish: 9 seconds. 8 seconds. That's all the time you have to capture someone's attention. Why does this matter in business? In 8 seconds, you need to grab attention, explain what you do and generate enough interest that the potential client may wish to know more. Oh, and you need to be memorable too. If you don't have a tagline. You need one. Taglines are made for those 8 seconds. Taglines exist to grab attention. Taglines exist to make your business better understood. Taglines exist to make you more memorable. This book will help you create a tagline. This book gives you 70+ templates and ideas to make writing your tagline a reality. 8 seconds. That's all the time you have. Time to make it count. www.howtowriteatagline.com

Badvertising Jim Morris,2021 Jim Morris has been responsible for some of the most memorable ad campaigns in history. He knows best that bad ads don't just create themselves. Part indictment on the advertising industry, part cautionary tale on what not to do with your ads, Jim pulls no punches to better ad people everywhere. How many ads have you seen that made you question the intelligence of whomever designed it? Probably too many. If every ad person read Badvertising, the world would be a more intelligent and prosperous place. --Jonah Berger, New York Times bestselling author of Contagious and The Catalyst Incisive and daring, Badvertising is the only book you need to truly understand both the inner workings of America's ad agencies, and the minds of those who never cease to astound us with both their creative genius and profound stupidity. After just one reading, you'll never see advertising the same way again. --Drew Eric Whitman, bestselling author of Cashvertising How can the ad industry even exist when almost all of the products that it produces fall on a continuum from flawed to failed? What is it about this industry and the process of creating, selling, and producing ads that causes so much advertising to be so bad? These are the questions answered in Badvertising. A provocative, truth-to-power exposé of ad agencies' flaws, foibles, and failings--and why they matter to the consumer and to those in the business. Morris, an advertising legend known as Tagline Jim, surveys myriad advertising agents of stupidity. Hilarious, horrifying, and insightful, each chapter is a grenade lobbed into America's ad bunkers. Badvertising is a candid, never-seen-before accumulation of real-world don'ts and more don'ts, providing valuable cautionary tales of advertising's stupid side.

POP! Sam Horn,2006-09-05 Why do some ideas break out and others fade away? What causes people to become so excited about a product that they can't wait to tell their friends? How can an idea be communicated so that it catches fire in people's imaginations? Popular author, consultant, and workshop leader Sam Horn identifies what makes an idea, message, or product break out, and presents a simple and proven process?POP! (Purposeful, Original, Pithy)?to create one-of-a-kind ideas, products, and messages that pop through the noise, off the shelf, and into consumers' imaginations.

The Crucifix Killer Chris Carter,2009-10-01 THE FIRST CHILLING NOVEL IN THE ACCLAIMED ROBERT HUNTER SERIES When the body of a young woman is discovered in a derelict cottage in Los Angeles, Robert Hunter is thrown into a nightmare case. The victim suffered a terrible death, and on the nape of her neck has been carved a strange double-cross: the signature of a psychopath known as the Crucifix Killer. But that's impossible. Because two years ago, the Crucifix Killer was caught and executed. Could this therefore be a copycat killer? Or could the unthinkable be true? Is the real killer still out there, ready to embark once again on a vicious and violent killing spree, selecting his victims seemingly at random, taunting Robert Hunter with his inability to catch him? Hunter and his rookie partner, Garcia, need to solve this case and fast. PRAISE FOR CHRIS CARTER 'Gripping . . . Not for the squeamish' Heat 'A page turner' Express

Hook, Tagline, and Sinker Kris James,2014-07-02 Hook, Tagline, and Sinker is a guide for anyone who wants to learn how to write concise, targeted, catchy book descriptions. Potential readers' first introduction to your writing occurs when they experience your book description. Making that short pitch shine is critical to the success of your book, no matter where you market, share, or shelve it. Hook, Tagline, and Sinker will teach you some great techniques, give some tips and tricks, and explain pitfalls to avoid. The most in-depth, accurate, and detailed description guide available today, this 18,000-word booklet is a valuable resource for everyone looking to improve their description-writing skills. The Beyond the Style Manual series consists of short guides that target different areas of writing and publishing. Red Adept Publishing is a hybrid company that operates a traditional publishing house and also offers a vast array of editorial services to authors who wish to publish independently.

The Husband's Secret Liane Moriarty,2013-08-29 She finds an envelope: 'To be opened in the event of my death'. It's her husband's handwriting. But he's still alive . . . THE ENTHRALLING MULTI-MILLION COPY BESTSELLER ABOUT SECRETS, FAMILY AND THE DANGER OF THE TRUTH 'STAGGERINGLY BRILLIANT' Sophie Hannah 'ANOTHER MASTERCLASS' Grazia _____ Cecilia Fitzpatrick thought she knew her husband. That is until she finds an envelope with his writing on: 'to be opened in the event of my death'. She opens it, and learns a shocking truth he has never dared reveal. Now Cecilia faces a terrible choice. Because revealing her husband's secret will hurt those she loves the most . . . But could the consequences of staying silent be worse? _____ 'Finely wrought tension holds up until the final page' TELEGRAPH 'A tense, page-turning story which gradually draws everyone together in a devastating climax' MAIL ON SUNDAY 'Dark and compelling . . . a must read' SUN

Technical Manual United States Department of the Army,1958

Elizabeth Is Missing Emma Healey,2014-06-10 HOW DO YOU SOLVE A MYSTERY WHEN YOU CAN'T REMEMBER THE CLUES? In this darkly riveting debut novel—a sophisticated psychological mystery that is also an heartbreakingly honest meditation on memory, identity, and aging—an elderly woman descending into dementia embarks on a desperate quest to find the best friend she believes has disappeared, and her search for the truth will go back decades and have shattering consequences. Maud, an aging grandmother, is slowly losing her memory—and her grip on everyday life. Yet she refuses to forget her best friend Elizabeth, whom she is convinced is missing and in terrible danger. But no one will listen to Maud—not her frustrated daughter, Helen, not her caretakers, not the police, and especially not Elizabeth's mercurial son, Peter. Armed with handwritten notes she leaves for herself and an overwhelming feeling that Elizabeth needs her help, Maud resolves to discover the truth and save her beloved friend. This singular obsession forms a cornerstone of Maud's rapidly dissolving present. But the clues she discovers seem only to lead her deeper into her past, to another unsolved disappearance: her sister, Sukey, who vanished shortly after World War II. As vivid memories of a tragedy that occurred more fifty years ago come flooding back, Maud discovers new momentum in her search for her friend. Could the mystery of Sukey's disappearance hold the key to finding Elizabeth?

Naming Best Practices: A Guide to Effective Business and Product Naming ,

The Truth About Creating Brands People Love Donna D. Heckler,Brian D. Till,2008-10-10 Branding: secrets revealed, best practices explained, pitfalls exposed! • The truth about positioning brands and developing brand meaning • The truth about brands as corporate profit drivers • The truth about advertising, pricing, segmentation, and more Simply the best thinking the truth and nothing but the truth This book reveals the 51 bite-size, easy-to-use techniques for building great brands—and keeping them great. “I recommend this punchy, provocative book that uses vivid case studies to remind us of 51 truths about brands.” DAVID AAKER, Vice-Chairman, Prophet and Author of Building Strong Brands and Spanning Silos

Guerrilla Marketing Volume 1 Jay Conrad Levinson,Jason Myers,Merrilee Kimble,2021-10-05 Guerrilla Marketers are unique, and they know it and promote it. Therefore, Jason Myers and Merrilee Kimble had to ask themselves: “How can we make this book unique?” After all, Guerrilla Marketing, since the original Guerrilla Marketing book was introduced by Jay Conrad Levinson in 1984, has supported and empowered entrepreneurs, small and medium sized businesses, solopreneurs, and people with ideas that they think can be a business. Where does it all begin? That's a simple answer: with a strong foundation of Guerrilla Marketing. Jason and Merrilee spend the first section reviewing the strong foundational elements of Guerrilla Marketing and spend the remaining sections of Guerrilla Marketing sharing today's Guerrilla Marketing tactics, tools, and tips. These are the Guerrilla Marketing resources that every business needs to succeed and generate profits. They also offer a FREE companion course to help entrepreneurs continue to build their rock-solid Guerrilla Marketing foundation. In the companion course, Jason and Merrilee dive deeper with video tutorials, exercises, and the tools entrepreneurs need to build that crucial foundation from which their Guerrilla Marketing success will be

born. Guerrilla Marketing also contains 70+ free online tools for small businesses. Jason and Merrilee are continuing Jay Conrad Levison’s unconventional system of marketing. By understanding not only what marketing is but why it works, they give small and medium sized businesses (SMBs) the opportunity to think and grow big. When the power of one’s SMB is understood and what they can do with Guerrilla Marketing, it not only levels the playing field with competition, but it also tilts the playing field to their advantage.

GENERAL KNOWLEDGE Narayan Changder,2023-01-03 Embark on a knowledge-filled journey with our specialized guide, GENERAL KNOWLEDGE. Tailored for aspirants preparing for competitive exams, this comprehensive book covers a vast array of topics, providing in-depth insights, practical knowledge, and extensive Multiple-Choice Question (MCQ) practice to ensure a well-rounded understanding of general knowledge. Key Features: Diverse Topic Coverage: From history and geography to science, current affairs, and more, GENERAL KNOWLEDGE ensures a comprehensive exploration of diverse subjects, making it an invaluable resource for various competitive exams. Current Affairs Integration: Stay up-to-date with the latest happenings around the world. The guide incorporates current affairs to keep you informed and prepared for examinations that assess your knowledge of recent events. MCQ Practice Questions: Reinforce your understanding with a diverse array of Multiple-Choice Question practice. Each question is strategically designed to challenge your knowledge, critical thinking skills, and prepare you thoroughly for competitive exams. Keyword Integration: Seamlessly incorporate key terms and concepts throughout your learning journey. GENERAL KNOWLEDGE strategically places important keywords such as History, Geography, Science, Current Affairs, MCQ Practice Questions, and more, aligning your understanding with the language used in general knowledge examinations. Visual Learning Support: Enhance your comprehension with visually stimulating illustrations, diagrams, and charts. Visual learners will find these aids invaluable in conceptualizing complex general knowledge concepts. Who Will Benefit: Competitive Exam Aspirants Civil Services Aspirants Job Seekers Students Preparing for General Knowledge Tests Prepare for success in competitive exams with confidence. GENERAL KNOWLEDGE is not just a guide; it's your key to mastering a wide range of topics, backed by extensive MCQ practice. Order now and embark on a journey of knowledge and academic excellence. Elevate your General Knowledge. Master diverse topics with the ultimate guide. 1 GENERAL KNOWLEDGE 3

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The aim of this book is twofold: first for the students of competitive examination seeking admission to PhD program or for lecturer job through examinations like NET and SET. Second, It will also be helpful for those taking other examinations like IAS/UPSC/CSAT Civil services Exam etc. This book is primarily designed for students preparing for various competitive ex- aminations. It will also be helpful for those preparing for midterm exams in schools or universities. The aim of this book is twofold: first, to help the students prepar- ing for competitive examinations, seeking admission to universities or schools, or prepare for job interviews. Second, it will also be helpful for those studying GEN- ERAL KNOWLEDGE. This book contains more than 28872 questions from the core areas of GENERAL KNOWLEDGE. The questions are grouped chapter-wise. There are total 1 chapters, 66 sections and 28872+ MCQ with answers. This reference book provides a single source for multiple choice questions and answers in GENERAL KNOWLEDGE. It is intended for students as well as for developers and researchers in the field. This book is highly useful for faculties and students. One can use this book as a study guide, knowledge test questions bank, practice test kit, quiz book, trivia questions . . . etc. The strategy used in this book is the same as that which mothers and grandmothers have been using for ages to induce kids in the family to sip more soup (or some other nutritious drink). The children are told that some cherries (their favourite noo- dles or cherries) are hidden somewhere in the bowl, and that serves as an incentive for drinking the soup. In joint families, by the time the children are old enough to know the trick played by their grandma, there is usually another group of kids ready to fall for it! They excite the kids, but the real nutrition lies not in the noodles but in the soup. The problems given in this book are like those noodles/cherries while solving all these problems are nutritious soup. Now it is your choice to drink the nutritious soups or not!!!

The Nesting Place Myquillyn Smith,2014-04-29 Create the home--and life--you've always wanted with the help of popular blogger and author of Cozy Minimalist Home Myquillyn Smith (The Nester) as she helps you free yourself to take risks and find beauty in imperfection. Myquillyn Smith is all about embracing reality--especially when it comes to decorating a home bursting with kids, pets, and all the unpredictable messes of life. In The Nesting Place, Myquillyn shares the secrets of decorating for real people--and it has nothing to do with creating a flawless look to wow your guests and everything to do with making peace with the natural imperfection

and joy of daily living. Drawing on her years of experience creating beauty in her 13 different homes and countless seasons of life, Myquillyn will show you how to think differently about the true purpose of your home, and simply and creatively tailor it to reflect you and your unique style--without breaking the bank. Full of simple steps, practical advice, and beautiful, full-color photos, *The Nesting Place* gives you the tools you need to: Cultivate a home that works for you and your family Transform your home into a place that's inviting and warm for family and friends Discover your own personal style There is beauty in embracing the lived-in, loved-on, and just-about-used-up aspects of our homes and our daily lives--let Myquillyn show you how. Praise for *The Nesting Place*: This book made me look at every room in my house differently, with a new lens of creativity and beauty and possibility. It inspired me to reclaim my home as sacred space, ripe with opportunities to celebrate and create memories and moments. --Shauna Niequist, New York Times bestselling author of *Present Over Perfect* and *I Guess I Haven't Learned That Yet* This highly personal account about embracing imperfection and finding contentment in your home is like sitting down with a good friend and talking about the stuff that really matters. *The Nesting Place* is full of approachable ideas, encouragement, and a whole lot of heart. --Sherry Petersik, home blogger; bestselling author of *Young House Love*

Friendshipping Jenn Bane,Trin Garritano,2020-12-22 With eight billion people in the world, why is it so hard to meet and make new friends? Navigating the world of adult friendships can be a real challenge when everyone is busy, overwhelmed, or too often too far away. Here to help are Jenn Bane and Trin Garritano, the duo behind the cult favorite podcast *Friendshipping*. Insightful, empathetic, and just a touch irreverent, Jenn and Trin give readers the tools they need to make new friends and revitalize the quality of existing friendships. The book covers it all: Meeting new people Mastering the art of small talk Deciphering the levels of friendship in the workplace Making the first friend move, plus how to give a non-creepy compliment You'll also learn why it's important to use the same IRL etiquette when making friends online; how to decide if a friendship is toxic and know when it's time to move on; and most important, how to be a better friend, to yourself and others.

Brand Breakthrough Margie Agin,2019-02-16 In *Brand Breakthrough*, you'll learn how to build a powerful brand personality that draws customers to you and leaves competitors in the dust. Pack with case studies and hands-on activities, *Brand Breakthrough* will inspire and empower you to navigate your company's brand journey.--cover

Small Business Marketing for Dummies Paul Lancaster,Barbara Findlay Schenck,2013-11-29 *Small Business Marketing For Dummies* helps you promote your business. It is designed specifically for the busy small business owner, giving you simple but powerful ways to spread your message - all at little or no cost. It shows you how to build your company's profile, attract new customers and keep them coming back for more. Inside you will learn how to: Create an achievable marketing plan Use social media and the web to attract and keep customers Communicate with your customers through winning emails, newsletters, blogs and more Make use of affordable advertising solutions in print and other media Get great PR for your business.

The Routledge Handbook of Stylistics Michael Burke,2017-11-27 *The Routledge Handbook of Stylistics* provides a comprehensive introduction and reference point to key areas in the field of stylistics. The four sections of the volume encompass a wide range of approaches from classical rhetoric to cognitive neuroscience and cover core issues that include: historical perspectives centring on rhetoric, formalism and functionalism the elements of stylistic analysis that include the linguistic levels of foregrounding, relevance theory, conversation analysis, narrative, metaphor, speech acts, speech and thought presentation and point of view current areas of 'hot topic' research, such as cognitive poetics, corpus stylistics and feminist/critical stylistics emerging and future trends including the stylistics of multimodality, creative writing, hypertext fiction and neuroscience Each of the thirty-two chapters provides: an introduction to the subject; an overview of the history of the topic; an analysis of the main current and critical issues; a section with recommendations for practice, and a discussion of possible future trajectory of the subject. This handbook includes chapters written by some of the leading stylistics scholars in the world today, including Jean Boase-Beier, Joe Bray, Michael Burke, Beatrix Busse, Ronald Carter, Billy Clark, Barbara Dancygier, Catherine Emmott, Charles Forceville, Margaret Freeman, Christiana Gregoriou, Geoff Hall, Patrick Colm Hogan, Lesley Jeffries, Marina Lambrou, Michaela Mahlberg, Rocio Montoro, Nina Nørgaard, Dan Shen, Michael Toolan and Sonia Zyngier. *The Routledge Handbook of Stylistics* is essential reading for researchers, postgraduates and undergraduate students working in this area.

Life Coach Handbook (Second Edition) Kevin William Grant,2022-04-30 Second Edition This textbook covers the fundamentals of setting up a coaching business. I share tools and techniques that will assist you in launching and running your thriving coaching business. I approach this topic from coaching, psychology, counseling, marketing, and corporate management perspectives. The following foundational coaching resources are covered in this handbook: Context— Background information, research findings, theory, and contextual material that will give you the background you need. Guidelines— Best practices that will streamline your coaching processes and guarantee you deliver high-quality coaching services to your clients. Planning— Critical planning and decision-making techniques to rapidly optimize your coaching business. Records— Best practices for professionally documenting coaching information such as notes, records, intake, agreements, questionnaires, and feedback. Skills— Core coaching skills, techniques, and tips so you can get certified, launch your coaching business, and start immediately. Mental Health— Insights, context, and tools that will ensure you take into account, manage, and appropriately refer clients with mental health issues. Business— Foundational knowledge needed to run your business, manage financials, market your services effectively, create your brand, and build your Internet presence. Exercises— Proven techniques that will generate immediate success by jumpstarting the coaching process with your clients. Forms— Sample forms and business documents you can adapt and tune to your specific coaching practice. Tools— Smart tools that will help pinpoint particular client issues so you can make informed, empathetic, and professional coaching decisions.

Powerlines Steve Cone,2010-05-11 *Powerlines*, the exceptional slogans that people remember long after the campaign ends, stand out from the barrage of marketing messages consumers face each day. A product, service, company, candidate, or an organization with a powerline outshines the competition every time. Steve Cone, author of *Steal These Ideas!*, reveals the secrets to contemporary marketing's biggest mystery: how to conjure the phrase that will make a product irresistible and memorable. This book restores the lost art of creating killer slogans to its proper place: front and center in every campaign. Drawing on examples of great and not-so-great lines from marketing, politics, and popular culture, Cone provides an irreverent, intelligent, and insightful primer on a singularly important aspect of brand building. Silver Medal Winner, Advertising/Marketing/PR/Event Planning Category, Axiom Business Book Awards (2009)

Hook, Tagline, and Sinker Kris James,2014 *Hook, Tagline, and Sinker* is a guide for anyone who wants to learn how to write concise, targeted, catchy book descriptions.Potential readers' first introduction to your writing occurs when they experience your book description. Making that short pitch shine is critical to the success of your book, no matter where you market, share, or shelve it.Hook, Tagline, and Sinker will teach you some great techniques, give some tips and tricks, and explain pitfalls to avoid. The most in-depth, accurate, and detailed description guide available today, this 18,000-word booklet is a valuable resource for everyone looking to improve their description-writing skills.The Beyond the Style Manual series consists of short guides that target different areas of writing and publishing.Red Adept Publishing is a hybrid company that operates a traditional publishing house and also offers a vast array of editorial services to authors who wish to publish independently.

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Tagline Introduction

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