

**Want a Clever Slogan for Your Company, Cause, or Campaign?**  
By **Sam Horn**, author of *POP! Stand Out in Any Crowd* (Perigee, Sept. 06)

I was looking through the movie listings and the ad for the bank robbery film *The Inside Man* starring Denzel Washington, and Jodie Foster caught my eye.

What was the clever slogan that captured my attention? *You can't judge a crime by its cover.*

Kudos. They used a clever twist on a cliché to produce an intriguing sound-bite slogan.

Wherever we go, whether it's a business luncheon, the park, a bar or the gym, we're asked, what do you do? It's important to develop an intriguing elevator intro (lets agree not to call them elevator speeches who wants to listen to a speech?) so we can quickly and compellingly explain our work so people are motivated to try it and buy it.

Want to know an easy way to create a Jerry Maguire Elevator Intro that has people at hello?

Write down 10 words you use to describe your company, cause or campaign. For example, if you own a dog-obedience business, you might write down dog, canine, puppy, heel, sit, leash, train, obey, etc.

Then, enter the word..... cliché into your favorite search engine. Up will come several online cliché dictionaries. Select one (my favorite is <http://www.clichesite.com>) and then type in your key words, one at a time. You'll find a variety of clichés containing your Core Words, (what I call these in my book *POP! Stand Out in Any Crowd*, out from Perigee in Sept. 06)

Let the word play begin. You don't want to repeat clichés (boring), you want to re-arrange them so you have a fresh phrase that delights people because of its novelty. For example, your slogan could be, You CAN teach new dogs old tricks.

Want more examples? Humorist Loretta LaRoche titled her new book, *Squeeze the Day: 365 Ways to Squeeze More Joy and Juice out of Every Day*. Michael Hoffman out of Dallas, TX presents a program for salesmen called *You Lost Me at Hello*. A financial advisor calls her business, *Grow Me the Money*. See how this works?

Want to create a stop- em-in-their-tracks slogan for your business? Visit [www.SamHorn.com](http://www.SamHorn.com) for information on Sam Horn's 3 hour CD series on *POP! Create Purposeful, Original, Pithy Names, Brands, and Slogans that Help Your Business, Product, and Service Stand Out*.

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