

**YES,  
You Can!**  
Persuade With Empathy,  
Purpose, and Integrity.

Plug Into "The 6-Word Formula"

**ACTION GUIDE #3**

Difficulty Level: **FUN!**



Green Tech and Earth-Friendly Businesses;  
Health, Wellness & Body-Mind Professionals;  
Foundations, NGOs & Other "Purpose-Driven" Organizations...

# "BRAND Yourself

with

# Engaging

# 6-Word TAGLINES!"

Edition 2.3

by James Murray

# HOW?

First, You Absolutely MUST...



*“The artist tells the audience,  
at the risk of their displeasure,  
the secrets of their own hearts.”*

*– Robin Collingwood*

## ...Understand the VALUE of Having a Great “Tagline!”

**T**hink of Your Tagline as the **HEADLINE** for your **BUSINESS** (or your project or organization.)

A good headline is used to attract. It entices people to continue reading. It's the intriguing headlines that compel millions to buy *The National Enquirer* at the grocery store and to click on the links at [Buzzfeed.com](http://Buzzfeed.com).

### 4 Benefits to Creating Your Great Tagline...

1. Simply going through the process of creating your engaging, “customer-centric” tagline forces you to think through your business, your customers, and the real value you bring to the marketplace. The result? **You make all of your marketing better.**
2. For those who know nothing about your company or organization – and what you offer – your tagline can grab their attention to **jump-start your relationship.**
3. If it focuses on what they *really* want, your tagline can engage potential clients to **take action.** And...
4. Having an engaging tagline can mean the difference between *moderate* and ***Extraordinary Success!***

*“This time, like all times, is a very good one,  
if we but know what to do with it.”*

*– Ralph Waldo Emerson*



*James Murray*  
The Center for Good Influence  
A New Service of  
**EmersonThoreau LLC**  
Change Your Words. Change the World.

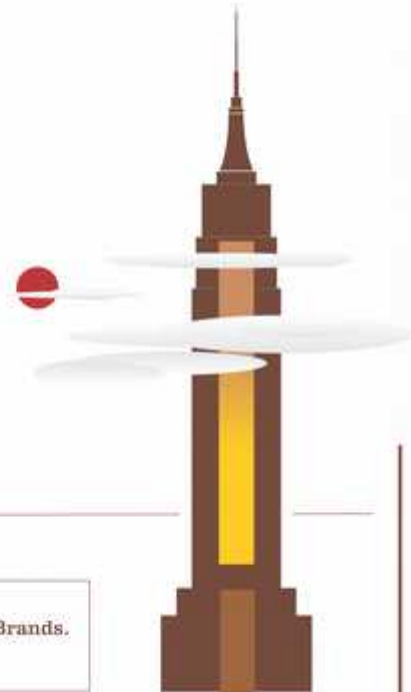
59th Floor · The Empire State Building · 350 Fifth Avenue · NY · 10118

Voice/Text: 202-677-5533    [murray@EmersonThoreau.com](mailto:murray@EmersonThoreau.com)

**See the World Differently. And Prosper.**

UNcomplicate Your Marketing. Shape Simple, Clear Messages into Strong, Bold Brands.  
All NYC Workshops are Held Behind Closed Doors  
on the 59th Floor of the Empire State Building.

Copyright 2017. All Rights Reserved.



**YES,  
You Can!**  
Persuade with Empathy,  
Purpose, and Integrity.

Plug Into "The 6-Word Formula"

**ACTION GUIDE #3**



**“BRAND  
Yourself**

with

**Engaging**

**6-Word  
TAGLINES!”**

**Edition 2.2**

by  
**James Murray**

## Gentle Disclaimer

**B**ecause there is no way to know how you will use the information in this publication, the author and publisher cannot guarantee that the taglines you create will be what is best for your business (only the marketplace can decide that) or that your new taglines will increase (rather than decrease) your profits or help you succeed at being a more charming, popular, admired, charismatic, well-liked, and respected person.

In designing and deploying your tagline, always use your best judgment.

Minimize your risks by first testing your taglines on small groups of people in the marketplace.

And... when in doubt about the content or claims you're making in your taglines (or in any of your marketing), pull out your wallet and consult with an attorney.

**OK?**

*Published by EmersonThoreau LLC – Copyright 2017 All rights Reserved.*

*Sorry, You do NOT have any reproduction rights to this material.  
You may NOT duplicate any part of this publication, modify it, or share it with anyone without permission from the publisher. Thanks for understanding.*

# Table of Contents

- Chapter 0: Shape and Define Your “Core Identity.”** page **3**
- Chapter 1: Segment Your Market into Smaller Groups.**  
Avoid the Big Mistake Most Marketers Make and  
Make It Easier to Talk to Your Market(s). page **9**
- Chapter 2: Understand the Surprising Secret about Taglines!**  
Plus 4 Tips for Writing Engaging Taglines. page **17**
- Chapter 3: Learn from These Embarrassing “Professional”  
Taglines. Bad (and Good) Examples.** page **23**
- Chapter 4: Discover the Power of 6-Word Taglines!**  
Ponder These Examples of 6-Word Taglines  
for Small Businesses and Non-Profits. page **33**
- Chapter 5: Craft Your Own Powerful 6-Word Taglines!**  
Discover “The 6-Word Tagline Formula” – Your  
Step-by-Step System for Creating Great Taglines. page **39**
- Chapter 6: Compare, Test, and Improve Your Taglines!** page **49**

*“Goodness is the only investment  
that never fails.”*

– Henry David Thoreau

*“Once* you understand that marketing  
is something you do for people,  
not to them...

Once you become proactive at engaging your clients...  
and once you adopt a gentle, serving mindset...  
your success becomes...

inevitable!”

– James Murray



# Chapter 0

(an introduction)

## Shape and Define Your Core Identity!

**Y**our organization, business, professional wellness practice, or green business (and even you, personally) have a “**Core Identity**” (and a “**persona**”) which you project to the public.

### The 3 Basic Components of Your Core Identity:

- Your **NAME**.
- Your **LOGO**.
- Your **TAGLINE**.

These are the 3 elements that usually end up on your **T-shirt, Hoodie, or Mug** (if you have them.)

### **Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

**T**his **Action Guide** focuses only on your **Tagline** which is that short phrase that may enlighten people a bit about what it is you bring to the marketplace. It's a key part of your identity because it helps **differentiate** you from others.

**You don't have a tagline? You need one!** (Yes. You do.)

By not using a tagline, you're missing an opportunity to **engage** your potential clients **emotionally**. (Your name and your logo, alone, may not be doing that for them.)

When people are just discovering you, they have no idea who you are. They're uncertain about what it is you do. They may wonder if they can trust you and whether you can be of help to them. They have minimal clues to work with.

At this fragile introductory stage, your tagline can have a disproportionate influence in shaping someone's concept about who you are – and whether they'll choose to start a relationship with you. So make sure you have a compelling tagline that lets them know they've come to the right place.

Because your tagline is one of the essential components of your **Core Identity**, you need to get it “right.”

(As you'll see shortly, many major companies get it wrong!)

**Build More Consistent – More Reliable – Results!**

**Y**es, you can use “**The 6-Word Formula**” to create an **engaging tagline for your business**. That's its primary purpose (and it's why you're here.)

But also, you can use this same 6-Word Formula to create short, engaging **subject lines for your emails**.

Additionally... you can use it to create **NAMES for**

- **special reports or research studies**
- **book titles and chapter headings**
- **presentations or TED Talks**
- **workshops, seminars, or courses**
- **training sessions**
- **fund-raising or educational campaigns**
- **YouTube video titles or**
- **packages of services you offer.**

### **Good Marketing Is Just Good Communications.**

To help you become more precise with your marketing messages – so that you can become a more effective marketer – this book will help you **DISTILL** the key **VALUE** you offer to its very **ESSENCE** so that it can fit on a T-Shirt or business card.

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**



**Your (almost, but not quite) Great Shirt  
Typically Displays the 3 Elements of Your Core Identity:  
Your NAME. Your LOGO. Your TAGLINE.**

**I**n today's world of **Twitter-sized messages**, it's important that you communicate to your potential client the value you can offer quickly, clearly, simply, precisely, persuasively, efficiently, and irresistibly.

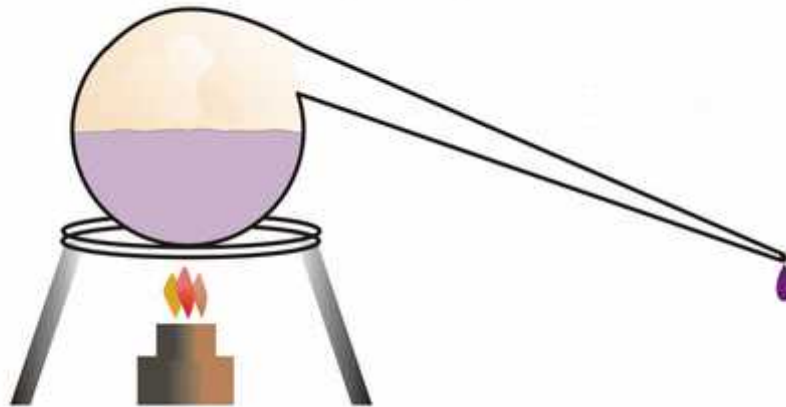
Hey. No sweat! You can *do* this! (Once you know how.)

**Build More Consistent – More Reliable – Results!**

So... Are you ready to discover a simple process for boiling down the true value of what you bring to the marketplace into just 6 simple – but powerful – words?

Ready to learn a formula you can use to your advantage throughout your professional life?

Yes? Then let's get started...



**Distill Your Value into Concentrated Elixirs.**

The Center for Good Influence. "Persuade with Empathy, Purpose, and Integrity."

- Page 7 -

*“The secret to good writing is to  
use small words for big ideas,  
not to use big words for small ideas.”*

– Oliver Markus

*“Brevity is the soul of lingerie.”*

– Dorothy Parker

*“It is with words as with sunbeams.  
The more they are condensed,  
the deeper they burn.”*

– Robert Southey

## Chapter 1

### Segment Your Market into Smaller Groups.

The **BIGGEST MISTAKE** most marketers make is *creating a single message for “everyone.”*

**W**hen designing a brochure or business card or advertisement, it's easy to think that it's going to be seen by “The Masses.” We – the “sender” of the message – tend to imagine we're blasting it out to “everyone.”

But the “masses” are made up of different **individuals** who can sometimes be clustered into sub-groups. Though they may not know each other, various individuals share specific interests and problems with some of the others from the larger group.

Think of your market as a big pack of dogs made up of different breeds. When you learn to speak to each of these sub-groups, separately – with a specialized message for each of them – it's as if you have a **special dog whistle** that only Labrador Retrievers can hear. The results can be amazing.

## Segment Your Market



We imagine that we're talking to a homogenized, mass audience.

And yet, here's the reality...



“Wow! Hey, look! They're not all the same!”



**Build More Consistent - More Reliable - Results!**

Once you realize that your marketing messages are almost always being seen or heard by more than one “sub-market,” it's easier to speak to them separately.

**Reminder: A “market” is just a collection of people with something in common – they share the same problem, the same characteristics, or the same desire.**

Sometimes, we talk about the “yoga market,” or the “Pilates market,” or the “empty-nesters market,” or the “recently-divorced-middle-aged-men market,” or the “green wedding market,” or the “organic food and cosmetics market,” or the “alternative energy market.”

How much more effective do you think it might be if – instead of shouting just one general message to everyone – you whispered a specially-crafted message to your “Red” market, a different message to your “Purple” market, and yet other specialized messages to your Green and Blue markets?

Like calling someone in a crowd by their first name, wouldn't customized messages make it easier to engage people with your offer?

**Need an example?**

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

**A** **DENTIST** might break down her general practice into those patients who want “**cosmetic dentistry**” services (teeth-whitening, straightening); “**urgent care**” services (due to pain from a toothache or broken tooth); and general “**preventive/maintenance**” services (those who come in once or twice each year for regular cleanings and inspections.)

And yet, there is also a smaller but growing (and far more emotionally committed) “**natural (holistic) dentistry**” market consisting of people who desperately want the amalgam mercury fillings safely removed from their teeth and who are concerned with the long-term health dangers of fluoride.

The people in this market need to see credible messages addressing their specific dental and oral-health concerns. They also need to know and feel that this dentist understands their fears, can be trusted, is trained in the safe removal of mercury fillings, and is the right dentist to serve them.

**First, identify some smaller segments embedded within your larger market. Then ask yourself:**

What specific needs do these more-specialized markets have?  
How are they different from the larger market?  
What do they *really* want? What do they need to hear?

**Build More Consistent – More Reliable – Results!**

How can I speak directly to their individual problems, fears, frustrations, anxieties, hopes, and dreams?

**TIP: Always speak to an individual.** As you write your printed or online messages, for each special-interest group, it helps to hold in your head an image of **one specific person** you're talking to – maybe it's your favorite client. Give them a name.

This one person you're using to represent a specific market is sometimes called an **“Avatar.”** Even if you make them up, think of them as a real person. Put their picture and name next to your computer. Get to know them. What's their story?

When you craft your tagline and other marketing messages, imagine that you're talking not to the masses, but **only** to this one person. This avatar. It will improve your marketing enormously.



**“Jessica”**

In real life, **you are always speaking differently to different people:** You talk to your **grandmother** differently from the way you talk to your **co-workers** or to your **best friend**.

With each individual, you talk not only about topics that interest them and specific memories you share, you probably also tend to use a different vocabulary and sense of humor.

TIP: The more “narrowly focused” you can define each of your segmented-markets, the easier it is to talk to them. Why? Because you can be more *specific* and you can use *relevant* words and stories that are *meaningful to them*.

## Be Aware that You Have Both “External” and “Internal” Specialized Markets...

**A**n environmental non-profit organization may have “members” or “clients” for whom they're providing services. They have individual donors and foundations who give them money. These are all “external” markets.

Additionally, they have “internal” markets (groups of people working in the organization) such as volunteers and staff.

Each segment of these different “markets” may have a different set of problems which torment them.

To be a “precision marketer,” you must craft precise messages for each specialized market about how you can reduce or eliminate their pain – or (even better) replace it with pleasure.

**Build More Consistent – More Reliable – Results!**



Design different messages for each of your sub-markets.

**T**oday, “desktop publishing,” web-design technology, and email services make it easy to create and deliver different messages to different groups of people.

If you are asked to do a presentation to a group of 37 nurses, you can print out 37 business cards with a special tagline written *just for them*. At the extreme, you may find yourself writing a customized tagline to be read by just *one person*.

**Need another example of  
market segmentation?**

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

- Page 15 -

### **Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

At the very least, a **Yoga Professional** can classify students by **experience level**: beginner, intermediate, advanced. By **profession**: USPS/FedEx delivery people vs desk workers. By **gender and age**. Or by the **primary benefit** that motivated them to sign-up and keeps them coming to class: **exercise; stress relief; increased flexibility; weight loss; or pain relief.**

Why is taking the time to focus on your various sub-markets (rather than on your product or service) such a good thing? Because learning how clients differ from one another helps you understand not only how to speak to them more effectively, but how to service them better.

It may even inspire ideas for specialized programs, products or services. For example: “Yoga-Recovery Class for Delivery Drivers” or “Undo Damages from Too Much Computer-Work!”

For now, practice crafting your tagline by focusing on just one, major **“external market”** (such as “postal workers.”)

Later, you can go back through **The 6-Word Formula** to create additional taglines which speak directly to each of your secondary markets in the language they understand.

**Now you are ready to...**

## Chapter 2

### Understand the Surprising Secret about Taglines!

Most marketers are astonished when I tell them that...

“Great Taglines Are NOT about YOU.”

They're about *them*.  
(Your clients, prospects, or members.)

**S**adly, few people are really interested in you, your company or organization, your product, service, mission, or awards. This is not a reflection on you – it's just that most people are truly-interested only in *themselves* and their own problems. (Deep down, you know this is true.)

So if you ever need an “always timely” phrase for a tattoo, this one would serve you well for the rest of your life...

“Remember: It's All about THEM. (Always!)”

**So talk to your clients about... themselves!  
Ask about their problems (and then *listen*):  
“Tell me, where does it hurt?”**

**I**f (like most marketers) your tagline and other marketing materials talk all about “you” and how great you and your company, product, or service are...  
 (“**Serving North Atlanta for 47 Years!!!**”)...  
your potential clients will simply “tune out” and move on.

To clarify, you may *occasionally* talk about yourself – but *only* as the solution to their problems or in terms directly-related to the goals and transformations they want to achieve.

If you make your marketing completely relevant to your clients, then – because almost no one else ever listens or talks to them about themselves – you will stand out and they will tend to notice you, remember you, like you, and trust you.

If you are a health and wellness professional, what most clients *really* want to know is whether they can trust you (and trust your services) to help cure them or solve their problem so they can live a vibrant, healthy, pain-free life.

Find out what they need to hear and make sure they hear it.  
(Of course, what you say to them **must *always be true.***)



## 4 Tips for Writing Engaging Taglines

1. Your tagline should be about your **CLIENTS**, or prospective clients (not about you.)
2. Your tagline should be **SIMPLE** and **SHORT** (maybe 6 words; hopefully no more than 10 syllables.)
3. Your tagline should be worded as a “Call-to-Action.”

**NOTE:** “Call-to-Action” is a marketing term – it's a short, imperative phrase that **COMMANDS** the reader to do something or instructs them to take some sort of action.

4. **AND...** If possible, your tagline should evoke vivid imagery, be witty, clever, wise, memorable, metaphorical, awesome, passionate, profound, and thought-provoking.

### Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3

**A**fter making their readers all hopeful and excited, many marketers leave them hanging – forgetting to tell them *the next step* they must take to get the results they want. Do not make that mistake. Give them a “**call to action.**”

**Always tell people *exactly* what to do next.**

Don't worry, most people actually *like* to be told what to do – it cuts down on uncertainty and eliminates their need to make a decision. Surprisingly, if you tell people what to do, they'll often do it. (“Sit up straight!”) Try it and see.

Here are some “call-to-action” phrases you are familiar with: “Add to Cart” “Call Now!” “Order Today!” “Ask Your Doctor.”

**Although a “call-to-action” usually appears at the *end* of an advertisement or sales letter, doesn't it make sense to go ahead and bake it right into your tagline so that it becomes a basic part of your core identity (right there on your T-shirt or business card)?**

**So what action is it you “command” people to take?**

***The exact thing they want to accomplish*** to solve their festering problem or to move their life closer to perfection. Simply build their passionate “want” right into your tagline.

**Build More Consistent - More Reliable - Results!**

**Here's an example** of an adequate tagline which we'll make much better. This tagline is for a health-related service – maybe a nutrition counseling program, or a fitness center:

**“Helping You Take Control of Your Health!”**

Not bad. This is a pretty good start. It's short and it focuses on the benefit the reader hopes to get from this professional service (“to be in control of their health.”)

**However...** as you may have already noticed, the word **“Helping”** tells us that this tagline is focused *not* on the potential client at all – but on the company. They're making *themselves* the subject of the phrase, focusing the spotlight on them, and taking credit for being “the hero.” (Not good.)

Can we make this tagline better? Yes. Focus it *entirely* on the client. How? In this case, just eliminate the first two words:

**“Take Control of Your Health!”**

By turning it into a **“call-to-action”** command we've made it better. Doesn't this shorter, imperative tagline *feel* stronger?

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

Could we make it even SHORTER? Punchier?

Yes. How about...

**“Get Healthy. Now!”**

So which of these 3 versions of the tagline is *really* best?  
We don't know. (Only “the marketplace” knows.)

To find out, we will need to do a controlled “Split Test” which sends all three versions of this tagline out into the marketplace (in front of strangers) to duke it out, side-by-side.

For now, relax. Testing is not complicated and **Chapter 6** will show you a simple way to do it for maybe \$10 or less.

**But now, you want some tagline EXAMPLES, right?**

Good. Let's go...

## Chapter 3

### Learn from These Embarrassing “Professional” Taglines!

**T**o get *really* good at creating marketing messages you need to practice. So when you're looking through magazines and newspapers or surfing the Internet, pay attention to the taglines and figure-out how to make them better. This will hone your marketing skills. And, it's fun.

**If a company doesn't have a tagline, notice that they're losing out on a simple/free opportunity to improve their marketing.**

**The Big Illusion:** It's easy to assume that major corporations with multimillion-dollar advertising budgets and high-profile, Madison Avenue advertising agencies will have excellent taglines and superb marketing materials. Well...

Surprisingly, that's not necessarily the case. Here's why...

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

Corporate marketing materials are typically designed “by committee” which often compromises the final result. Then, too, many “top” ad agencies specialize in *creativity* yet don't seem to have a clue about *effective marketing*. And, of course, petty egos almost always drag things down.

**To start training our marketing eye, let's look at a few well-known, “professionally-created” (expensive) taglines. First, some that are *not* so good.**

Why are they “not good”? Because – as you'll see – they are vague. They don't promise any benefit to the reader. And they're all about the company, not about the customer.

Here's what some of them look like...

**“Ford Has a Better Idea.”**

Really? Better than whom or better than what other idea? This is an empty claim. Can Ford tell us what this “better idea” *is* and – more importantly – how it benefits us?

And who really cares? This abstract, vague, self-centered tagline is just unsubstantiated bragging about Ford. Who wants to do business with a boring egomaniac?

**Build More Consistent – More Reliable – Results!**

**“Canon. See What We Mean.”**

Well, yes, this is a command. That's a good start.  
But what, exactly, does it mean?

Because Canon sells cameras and printers (visual stuff) there's some hint at cleverness. But really, what are we supposed to “see”? What's the connection?  
This tagline seems clever but completely meaningless.

**“The Miracles of Science.”**

**– DuPont**

What does this mean? What are these “miracles of science?”  
And how do these “miracles” benefit (rather than harm) us?  
This tagline is vague. It's abstract. There's no obvious benefit.  
And, like the others, it brags about DuPont and ignores us.

**“There Is No Substitute.”**

**– Porche**

Meaning what, exactly? Instead of this meaningless tagline, Porche might be better off making us feel more comfortable by showing us the preferred way to pronounce their name.

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

**“At the Heart of the Image.”**

**– Nikon**

Here, Nikon would like to take credit for *your* great photographs. Instead of letting you, the photographer, be the star, Nikon insists on being the hero and places itself “at the heart” of the image that *you* capture with *their* camera. Nikon needs to learn that they (and their cameras) are *not* the star – their *customers* are.

**“When There Is No Tomorrow.”**

**– FedEx**

Yet another meaningless tagline? When there is no tomorrow, FedEx will probably be the last thing on our minds.

**“Pleasing People the World Over.”**

**– Holiday Inn**

More unsubstantiated bragging. This tagline could work just as badly for a circus or an international cake-decorating chain. No one really cares about how Holiday Inn is pleasing the *rest* of the world. They just want – for *themselves* – a safe, quiet, convenient, comfortable, good night's sleep with minimum hassles at a decent price.



**Build More Consistent – More Reliable – Results!**

**“Solutions for a Small Planet.”**

**– IBM**

This sounds pretty good – almost as if it means something – but it's awfully abstract and vague. It might help if IBM gave us a specific example of a solution they've come up with that relates to our small planet. Are they maybe suggesting they're environmentally friendly (“greenwashing”) ? Who knows?

**“Imagination at Work.”**

**– General Electric**

Like “Ford Has a Better Idea” this is one more example of an unsubstantiated, vague statement in which the company brags about itself. It offers no benefit to the consumer.

**“The Happiest Place on Earth.”**

**– Disneyland**

Disneyland should be self-confident enough not to make their tagline all about themselves. This tagline would be far more engaging simply by turning it into a command. Maybe...

**“Come. Experience the Happiest Place on Earth!”**

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

**“Creating Ideas and Building Brands  
that Truly Matter to People.”**

– Leo Burnett (Ad Agency)

Maybe, over the years, Leo Burnett has turned out some good ads and taglines for their clients but this awkward tagline is unclever, too long, clumsily worded, and all about themselves.

Might this work better? **“Build a Brand that Matters !”**

Did you see a clear pattern? Most of these examples of “professionally created” taglines are vague, abstract, and slightly confusing. Most do not mention any specific benefit to us (the customer.) And, worse, these companies focus on *themselves* as the hero. That is never good.

**OK. Enough bad stuff. Let's look at some corporate taglines that are much better.**

**Why are these (printed in green) better?** Simply because...  
Each one is worded as a command (a **“call-to-action.”**)  
Each one is **about the customer**, not about the company.  
Each one focuses on what the customer *wants* – a **BENEFIT**.  
(Plus... a few sprinkle in some **emotionally-engaging words**.)

**Build More Consistent - More Reliable - Results!**

**“Just Do It.”**

**– Nike**

Nike let's us define what “It” is. But the ads make it clear that we should get on with becoming what we want to become.

**“Think Different.”**

**– Apple**

Apple has focused on serving people who think of themselves as special, creative, or different; as one of the mavericks, renegades, or outlaws; as one of those who resists the status quo; who thinks outside the box; and as someone who wants to be thought of as an independent thinker. If that seems to describe *us*, then Apple's message feels good. It feels congruent. We feel Apple *understands* us. And that tends to make us like and trust them.

The implication is that an Apple computer makes it easier to “think different.” Despite Apple's poor grammar, simply owning an Apple helps define us – it communicates to others (who have seen the same commercials) that we are one of the cool, creative mavericks who “thinks different(ly).”

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

- Page 29 -

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

**“Think Big.”**

– IMAX

**“Live in Your World. Play in Ours.”**

– Playstation

**“Eat Fresh.”**

– Subway

**“Share Moments. Share Life.”**

– Kodak

Here – unlike Nikon – Kodak is smart enough to let *us* – the customers – be the center of attention. Plus, it triggers some positive emotions. Good job, Kodak.

**“Save Money. Live Better.”**

– Wal-Mart

Two nice, back-to-back “calls-to-action” using-up just 4 words. And, isn't it exactly what most people want?

**Build More Consistent – More Reliable – Results!**

**“Twist the Cap to Refreshment.”**

**– Coca-Cola**

In this particular tagline, Coca-Cola gets it right. It commands (and empowers) us to “twist the cap” to access what we want: “refreshment” – a sensual word.

**“Reach Out and Touch Someone.”**

**– AT&T**

Back in the day when long-distance calls were expensive and something of a luxury, AT&T ran lots of emotionally-touching, feel-good television commercials in which distant family members were happily united by their phone service.

For example, one showed proud grandparents listening to the laughter of their far-away newborn grandchild. The ads focused on what their customers wanted (“connecting with family”) rather than on the AT&T technology which made it possible. AT&T stepped back and let the customer be the star.

In today's world of texting, Skype, Facebook, emails, and free long-distance, this tagline has lost much of its emotional impact. But at the time it was created, it was very effective.

**The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”**

**- Page 31 -**

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

Hopefully, you see how these customer-centric taglines which focus on the results the *client* wants are much better than those created by companies who were insistent on bragging about themselves and being the center of attention.

**Start noticing taglines.** You will be surprised at how vague, abstract, silly, corny, and meaningless most of them are. By delivering empty claims about themselves, these companies are squandering an opportunity to connect with their audience. (Might they be better off with no tagline?)

**Don't worry... Your tagline is going to be better!**

Yours will be customer-centered (not ego-centric).  
Yours will focus on the benefit (or results)  
that your customer really wants.  
Yours will command the prospect to take action  
and grab that benefit to change their life.

**If You're Ready to Make That  
Happen, then Let's Continue...**

## Chapter 4

### Discover the Power of 6-Word Taglines!

**H**ow much can you say using just 6 words?  
Quite a bit, actually.

Ernest Hemingway wrote this engaging, 6-word story:

**“For Sale: Baby Shoes. Never Worn.”**  
– Ernest Hemingway

Supposedly, he said it was the best thing he ever wrote.

OK. Mostly for fun (but also because it will help us hone our marketing skills) let's focus on writing **6-word taglines**.

But, let's write them as a **“call-to-action”** – or command.

Let's focus on **exactly what our market *really* wants**.

And, when possible, **let's add some “emotional payoff.”**

## **What might a 6-Word Tagline look like?**

**Here are some samples:**

For a **local foundation** soliciting donations which it then distributes as grants to local charities and non-profits...

**“Share Your Prosperity.  
Influence Our Community.”**

To recruit new mentors, the local **Big Brothers, Big Sisters** organization might use this...

**“Build One Friendship. Change Two Lives.”**

A **homeless shelter** raising money might try...

**“Quietly, Help Someone  
Reclaim Their Dignity.”**

The local **Red Cross** blood drive might consider...

**“Extend a Single Life. Selflessly. Lovingly.”**



**Build More Consistent – More Reliable – Results!**

For a local **community arts center**...

**“Express Yourself  
[more *passionately*]  
through ART!”**

For a **photography program** which puts cameras into the hands of those with mental illness...

**“Focus Your Camera.  
Calm Your Mind.”**

For a **conflict mediation center**...

**Contentious Conflict?  
“Sort It Out  
(two-gether)!”**

For a **diabetes center** educating people about the early-warning symptoms of the condition...

**Ask Yourself: “Am I (already) Diabetic?”**

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

- Page 35 -

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

For a **wellness center** focusing on fitness and nutrition...

**“Nurture,  
Exercise,  
RESTORE  
Your  
VIBRANT  
Health!”**

For a **nuclear disarmament** organization...

**“Prevent Terrorists from Getting Nuclear Warheads.”**

**“Safeguard Our Children Against the Unthinkable.”**

For a **climate change** organization...

**“Join Millions *Already*  
Reversing Climate Change.”**

**“Global Warming? Believe It. Fix It!”**

**Build More Consistent – More Reliable – Results!**

For a **cardiology health education** organization...

**“Heart Disease Is Your Choice. (Choose!)”**

For **population control** awareness...

**“Improve Women's Opportunities.  
(Lower Birthrates Worldwide.)”**

(...because in developing countries, birthrates go down as women gain access to education, opportunities, sanitation.)

For a **solar-panel installation** company...

**“Choose Clean, Money-Making Solar Panels.”**

**“Convert Your Roof into Extra Income.”**

**“Unplug Fossil Fuels. Plug Into Solar!”**

**“Power the 'Good Life' (with Solar.)”**

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

For an **anti-war** organization...

“Focus On the Similarities We Share.”

“Start Conversations – Make Our World SAFER.”

“Win Over Enemies with Relentless Kindness.”

“Make Empathy Our Most Compelling Strategy.”

You *already* noticed that all of these 6-word examples are worded as “call-to-action” commands. (Yes?)

**OK. Now, it's your turn.**

**In this next chapter  
you will discover (finally!)  
“The 6-Word Formula”  
which enables you to create  
your own, powerful, engaging  
“high-protein” taglines...**

## Chapter 5

### Craft Your Own, Powerful, 6-Word Taglines!

#### (“The 6-Word Formula”)

**E**ven though you will eventually want to create a different tagline for each individual “sub-market” you identified earlier, for these exercises pick just one market to focus on. Once you learn the basic 6-Word Formula, you can go back and create more taglines for other purposes.

Of course, to create a “high-protein” tagline, you need some raw material to play with: Words. Ideas. Phrases. It's helpful if, from talking with your clients, you have gleaned comments about how they have benefited from your services and how they *felt* before and after you helped them. Their comments are authentic. They come from the heart. Use them.

**First...** To excavate some “keywords” and to identify a few, raw “puzzle pieces,” you need to answer **a few questions...**

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**



Find some essential puzzle pieces you might use to construct your 6-word tagline.

**While Focusing on Your Ideal Client “Avatar,”  
Fill in the Blanks for These Exercises...**

**Step #1: The PROBLEM this individual has is**

\_\_\_\_\_.

What situation is this individual wrestling with?  
What problem is this person trying to solve?  
What is it that they really want? Or crave?  
What unpleasant or miserable situation makes them feel trapped? What “pain” are they experiencing?

Copyright 2017 by EmersonThoreau, LLC All Rights Reserved.

**Build More Consistent - More Reliable - Results!**

**Step #2:** Because of this problem, the **NEGATIVE EMOTIONS** they are feeling are \_\_\_\_\_.

List several different **emotions** they may be feeling.  
(Remember it's OK to interview some clients and ask them.)

For now, imagine how you would feel in their situation:  
Exasperated? Overwhelmed? Powerless? Frustrated? Anxious?

**TIP:** To find emotions you haven't thought of, **search Google** for “**emotions chart.**” Also, check out: [www.thesaurus.com](http://www.thesaurus.com).

**Step #3:** The **MAIN GOAL** (or **RESULT**) they want is

\_\_\_\_\_.

Or... The **CHANGE** (or **TRANSFORMATION**) they yearn for is \_\_\_\_\_.

In other words, how will this person be **DIFFERENT** after they have used your product or service? What will have changed? (The value of what you offer is usually some sort of change.) Another way to think about this is to ask yourself...

“**Who Do You Want This Client to *Become?*”**

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

**Step #4:** After getting results from working with you, the **POSITIVE EMOTIONS** your client will feel are \_\_\_\_\_.

List several positive emotions your clients have mentioned. Relieved? Elated? Confident? Relaxed? Excited? Inspired?

**NOTE:** Going through these first steps provides you with the basic “puzzle pieces” you need to build your tagline.

No, you won't be able to use all of the pieces because your finished tagline will contain only 6 words.

So... Give priority to the **emotional words** that trigger **the strongest feelings** in your client – they will make your finished tagline more powerful.

Notice that because these first 4 steps have focused entirely on the *wants* and *feelings* of your market, the only puzzle pieces you now have to work with are about your client – not about you. This *guarantees* that the DNA of your finished tagline will be **customer-centered**.

Is this good and cool? Definitely!

**OK, now for the FUN part...**



**Build More Consistent - More Reliable - Results!**

**Step #5:** Stated as a **COMMAND** (or “Call-to-Action”), piece together your 6-word tagline around the goal – or the transformation – your client wants to experience.

Drawing from all the “puzzle pieces” you came up with in the first 4 steps, start cobbling together some short phrases.

Whittle them down to just 6 words. Think of this as a puzzle.

You may have to play around quite a while to reduce the number of words. During the process you will learn a lot about the grammar of the English language. At the same time, you will be polishing your “problem solving” skills.

Crafting your 6-word tagline is, of course, the most important step. So take some time with it. And enjoy it.

**Here are some useful TIPS:** Usually (not always), the **first word** in your tagline will be a **verb**: a command; an imperative.

“**Plug-In** to Clean, Gentle, Solar Energy.”

“**Nourish** Your Body with Poison-Free Food.”

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

Explore writing your 6-word tagline as 2 commands, neatly arranged into 3-word phrases:

“**Release** Kinked Muscles. **Re-Align** Your Body.”

Or, you may find three, 2-word imperatives that work well:

“**Come Relax**. **Center** Yourself. **Leave** Renewed.”

**Remember: Enjoy the process. It's actually fun moving words around to see what happens grammatically.**

The very first tagline you create will almost never be the best. So don't stop. Come up with several different taglines so that you will have a batch to choose from. (But hold on to all the “losing” ones because they may inspire other possibilities, or you may find other uses for them in the future.)

**When you have several taglines you like, put them aside and “let the dust settle.” “Sleep on it” and let your sub-conscious go to work.**

Come back later with a fresh mind and you'll spot the best ones. Then, play around with finding ways to make them better – More concrete. More punchy. More emotional. More concise. More believable. More witty.

**Build More Consistent – More Reliable – Results!**

**Finally...** when you think you've finished your tagline, go back and revise it some more. Make it even better. Be relentless: Strip away the clutter. Take time and polish it to perfection. (This may require several sessions.) Finally...

**Step #6:** Now that you have polished your 6-word tagline into perfection, “SEASON” it with creative punctuation, fonts, spacing, color, size, or italics.

**Extend a Single Life.  
Selflessly.  
Lovingly.**

If it's appropriate – and if it clarifies meaning – put a word or phrase [inside some brackets].

To call attention to a word (and especially if it adds meaning) highlight it with **color**, **italics**, or an *unusual type font*.

Or... **increase** (or decrease) the type font for emphasis.

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

- Page 45 -

Contentious  
**CONFLICT?**  
Sort It Out.  
[twogether].

**TIP:** Even though you can – and should – take advantage of color, make sure that your tagline also looks good with your logo and existing color scheme. (You *have* selected your “corporate colors,” right? No? Put that on your to-do list.) Also, make sure it looks good in **black-and-white**.

To find out, just print it out in black-and-white (or copy it with a B&W photocopier.) If it doesn't look so good, you may need to have your graphic artist create special black-and-white versions of your tagline and logo.

You can also emphasize an idea with **creative s p a c i n g**.

Consider stacking the words vertically. Any time you use more than one line, pay attention to where the line-breaks occur. Try to keep a thought or phrase together on one line.

**Build More Consistent – More Reliable – Results!**

**Nurture,  
Exercise,  
*Restore!*  
Your  
**Vibrant**  
Health.**

Each change you make can add subtle meaning to your tagline. Keep those vague and abstract corporate examples in mind and make sure yours isn't confusing or ambiguous. Run your tagline by others to make sure it makes sense.

**Help PreTeens  
*DISCOVER*  
(Embrace)  
Their  
**Creativity.****

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

- Page 47 -

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

**CAUTION:** Each time you make a change – whether in the phrasing or in the graphic embellishments – take a moment to be sure it makes the tagline stronger.

Certainly, there will be times when you may be uncertain as to whether you're making the tagline better, or worse.

In that case, show the two (almost-identical) versions to lots of others and get a reaction. Don't explain the subtle differences. Just ask them which they like better (and why?)

But how can you know – with more certainty – which version of your tagline is the most effective?

You'll find the answer to that just ahead, in **Chapter 6**.

**Here's how to discover the “best” version...**

## Chapter 6

# Compare, TEST, and Improve Your Tagline!

Once you've polished your tagline, try it out! Run it by some clients or others who are in the market you actually designed it for and see how they react.

Of course, if you show them just one tagline, everyone will tell you, “Hey, I love it! Terrific!” They don't really know what else to say because they're not knowledgeable about marketing or graphic design or taglines.

Mainly, of course, they just don't want to hurt your feelings.

**TIP: Show them two (or three) taglines** and (if you already have one) be sure to include your existing tagline among them. Then, simply ask which one they like *best* – and why.

After a series of informal comparisons, you'll probably be able to narrow down your list to a few “finalists.” Then you're ready to test them out in the marketplace.

### **Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

Please, do *not* just guess which is the best. Your tagline is far too important to simply “hope” that you've got the right one.

**Always test (compare):** If you don't test, how will you know that one tagline is two or three times as effective as the others? (Yes, it's always a blow to the ego when our favorite – the one we are absolutely *certain* is the best – simply *isn't*.)

**Think about this:** If, through the rigorous comparison-testing of several different taglines in the marketplace, you can find one that is just *twice as effective* (meaning that it brings in, or engages, twice as many prospective new members or leads to twice as many sales), that's **like being able to buy all your future paid advertising and marketing at “half-price.”**

### **So How Can You Test Your Tagline (Quickly)?**

If your business or organization already has a highly-active **Facebook** page with lots of followers, you could (for free) simply post a poll or a contest on your own Facebook page asking your followers to choose the best tagline.

What?! You don't have a following on Facebook? That's OK. You're still a good person (probably.) You can still show your poll or contest to relevant people on Facebook, you just need



**Build More Consistent – More Reliable – Results!**

to buy ads (explained below). Either way, simply post a picture of 3 T-shirts, each with a different tagline. Label them **A B C...**

**“Help Us Pick Our New Tagline and (maybe) WIN the T-Shirt of Your Choice! Please vote for your favorite shirt by typing A, B, or C in the comments below. We'll randomly pick 3 winners and post their names here on Friday at noon, EST.”**

**Your Tagline T-Shirts:** You don't need to buy any shirts. You can design your test T-shirts online at **print-on demand** services like **Gearbubble.com** or **CafePress.com**. Then, just tap **“print-screen”** on your keyboard to copy the image of your “mock-up” shirt and paste it into your paid ad.

Yes, if you want, you could buy just one of each shirt to give away in your contest. **Later, after selecting your tagline...**

You can **sell your tagline shirts** (and mugs) at these sites. When a customer places an online-order through their website, these “print-on-demand” companies take the order, print the shirt, ship it out, and put money in your account.

Check them out when you're testing ideas for taglines or when you decide to sell your own branded-items from an online store. (Great for fund-raising or new profit streams.)

## Here's How to Test Your Tagline on Real People Out in the Real Marketplace...

**F**acebook, Twitter, and many other social-media websites selling advertising allow you to advertise to a very targeted audience of potential clients.

**For example:** On **Facebook**, you can pay to show your ad (which is simply a **Facebook post** that can include text, an image or even a video) right on the “newsfeed” of people who might be in your market.

Maybe you want to reach divorced women age 37 to 42 who have children; who have “liked” the Healthy Lifestyle website; and who read *Organic Gardening*.

Most of the social media also allow you to run “**split tests**” to see which of your ads performs best. By budgeting just \$5 or \$10/day on **Facebook ads**, you can run a simple “**A/B split test**” which shows your ad to hundreds of people in the specialized group you've selected – half will see version A of your ad and half will see version B.

Then, by checking the advertising statistics displayed in your **Facebook Ad Manager Control Panel** you can see how many

**Build More Consistent – More Reliable – Results!**

“votes” each version received – based on how many people “engaged” with the ad (whether they “liked” the post, commented, shared it with friends, took part in your poll, or clicked on the link to visit your website.)

The results will be more valid if you can get people to “vote with their money.” Which tagline would they actually *buy*?

To find out, run an **A/B split-test** actually selling two different **T-shirts** – each displaying a different version of your tagline. The best-selling T-shirt determines your winning tagline.

Age Group	People Talk...	Post Likes	Post Comments	Post Shares	Link Clicks	Page Likes
<b>Nurses T-Shirt Ad Campaign targeted to MARRIED NURSES. It appealed most to the 25-34 age group.</b>						
18-24	7	2	—	1	5	—
25-34	46	12	1	8	34	1
35-44	22	8	—	1	21	—
45-54	11	4	—	—	11	1
55-64	1	0	—	—	—	—

**Facebook Ads Manager Screenshot Showing Statistics for an Ad.**

This **screenshot from the Facebook Ads Manager**, shows the results of running a single ad (not a split-test) for a relevant

**The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”**

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

T-shirt targeted to “**married nurses**” (age 18-64). The results show that the **25-34 year-old age group was most responsive** (they made up over half of the 87 total people who “engaged” with the ad.) Of course, that makes sense because that's the age group that seems most likely to buy and wear T-shirts.

Now that we know the most responsive **age group** for a relevant T-shirt offer to married nurses, there's no need to waste money showing the T-shirt ad to married nurses in the other age groups. So, for comparison, run an ad for a **mug**.

Now, we can run an A/B split-test to compare two different taglines (one on each T-shirt) and our Facebook advertising stats will show us which tagline performed “best.” We can see how many likes and shares each version received. Or, in our test, we may decide to sell the shirts and mugs (and maybe make a little money to pay for our ads.) Testing can be fun!

**OK. Now that you have conducted several tests to determine your very best tagline...**

Take a moment to compare the tagline(s) you just created (even your “losers”) with some of those expensive, national, “professionally-created” taglines we looked at earlier...

**Build More Consistent – More Reliable – Results!**

**“When There Is No Tomorrow.”**

**“Ford Has a Better Idea!”**

**“Canon – See What We Mean.”**

**“Nikon – at the Heart of the Image.”**

**“Pleasing People the World Over.”**

**Are Yours BETTER? Almost certainly they are. Why?**

Because you have taken time to think about *who* your market really is, what their *problem* is, how it's making them *feel*, what they really *want*, what *change/transformation* you can provide them, and how they hope or expect to *feel* as a result.

Hopefully, in just 6 words, your tagline **speaks to their pain**, **engages their emotions**, **focuses on a benefit**, and **calls on them to take action to get that benefit**. And most importantly, your tagline focuses on **them** – not on yourself.

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

- Page 55 -

**Brand Yourself with *ENGAGING* 6-Word Taglines! - Action-Guide #3**

**Even after you have put your tested tagline into use with real customers or clients, remain open to ongoing feedback and to making improvements.**

In marketing, consistency is important. But it's OK to modify your tagline occasionally if it can be made significantly better.

But please don't change it simply because you're bored with it. You live with it every day. Your customers see it occasionally. Your new prospects are discovering it for the very first time.

In the future, if your organization changes direction, you may want to revise your tagline and then test it again.

Eventually, you'll be completely happy with it. Then, you can move on to create another, different, more specialized tagline that speaks to the hearts of one of your sub-markets.

You may need a tagline for your annual report, another for a capital campaign, and yet another for your employee manual.

**And remember:** You can use this 6-Word Formula to create **product names** or **titles** for each of your individual services, special events, festivals, packages of services, workshops, presentations, promotions, sales, or fund-raising campaigns.

**Build More Consistent - More Reliable - Results!**

**TIP:** Just as you don't need to force a single tagline into servicing all of your clients, you don't need to make a single website service everyone. You can set up several different websites using different domain names which speak more intimately with each of your major sub-markets.

**Get in the habit of speaking  
to each individual market – *individually*.**

“**The 6-Word Formula**” was created as a mental problem-solving exercise to help you distill the value you offer and shape it into an emotional, benefit-driven, call-to-action.

While the formula was inspired by Hemingway's 6-word story, there is nothing sacred or magical about using 6 words.

**NOTE:** You can read other 6-word stories (or create and contribute your own) at [www.SixWordStories.net](http://www.SixWordStories.net).

As you move words around, it's entirely possible you will find a 4-word or 7-word tagline that works better. If so, use it!

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

- Page 57 -

### **Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

Just don't resort to creating a 7-word tagline out of laziness. First, wrestle with your phrasing to see if you can get it down to just 6 words. The struggle may give you a better result (and it almost certainly will make you a better person.)

But don't worry. In the end, if your creations are not always exactly 6 words long, that's OK.

What's important is that you **keep your taglines short** and use **simple words** to express **specific ideas, clearly**.

Consider starting with an **“imperative verb”** to turn your taglines into a **COMMAND** (or **“Call-to-Action.”**)

Try to sprinkle in some relevant, **emotional** words.

And make sure your taglines speak to the **PAIN** the individual is suffering from or to the **RESULTS** and **RELIEF** they desperately hope to get from you and your service.

**Make sense?**

**OK. At the very least,  
you should have learned  
how to make the not-so-good  
tagline on this shirt...**



**Build More Consistent – More Reliable – Results!**



...much BETTER (by focusing on the client):

“**You're** So Totally and Completely Awesome.”

...and still BETTER (by turning it into a command):

“**Be** Totally and Completely Awesome! (Today!)”

**YES! You can *do* this...**

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

- Page 59 -

**Brand Yourself with *ENGAGING* 6-Word Taglines! – Action-Guide #3**

If you have completed the exercises, you now know that you can use this formula to create better taglines than some of the biggest ad agencies in America.

**Remember: “Good Marketing Is Just Good Communications.”**

If you have a sense of empathy,  
a yearning to help others,  
and the skills to communicate,  
you can be a great marketer.  
And, hopefully – in the process – you can  
**Help Others See the World... *Differently!***

The quality of your success will depend on the quality of your messages.

So get busy leveling-up your message-skills by grabbing a magazine and analyzing and evaluating – and then *improving* – every tagline you find.

When you're driving, please stay off the phone and – instead – ponder ways to make the nation's signs and billboards better.

**Build More Consistent - More Reliable - Results!**

Since we're not emotionally attached to other people's taglines (or writing skills,) we can see their flaws more easily than *they* can and, of course, more easily than we can see our own.

Why not set out to create at least one tagline each day?  
Why not improve taglines for some local non-profits?  
You don't have to show them to anyone. Just do it. (For fun.)

Along the way, you will start to understand the difference between “look at me!” marketing and *effective* marketing. Best of all, you will start to feel far more confident about your own marketing and your personal-branding skills. So now...

**“Take Action! Master Taglines! Build Confidence!”**

A handwritten signature in blue ink that reads "Jim". The letters are fluid and cursive.

*James Murray*

*EmersonThoreau.com*

*“Change Your Words. Change the World.”*

***YES! Don't Worry. It's Absolutely OK for You to Prosper as You  
Make the World Better... (for Everyone) !***

The Center for Good Influence. “Persuade with Empathy, Purpose, and Integrity.”

**S**o, **Who Is This Guy?** Thanks for wondering.  
I'm **Jim Murray** and live in the foothills of Southeast Ohio, where I share my own “personal-branding” techniques and “down-to-earth” marketing-strategies with clients. I service socially-responsible professionals.

In closed-door workshops at my office in NYC, I show clients simple systems for influencing, branding, and marketing.

For seven years, I served on the board of directors for Friends of the Earth – an international environmental organization with affiliated offices in 28 countries. And, I have served on the faculties of Ohio University, The University of Alaska Southeast, and Northern Michigan University.

**Over the years, I have consulted on projects for**

The Consumer Federation of America, the U.S. Coast Guard  
The Federal Trade Commission Office of Consumer Protection  
The Office of the United States Congress  
Procter & Gamble Research Laboratories  
Ferrari North America, plus many small businesses  
and non-profit organizations.

**Maybe I can help you untangle your branding problems,** replace “marketing confusion” with clarity, and share with you some simple strategies for ***influencing with integrity***. Perhaps I can **help you feel more confident** about your own success!

**Is that such a bad idea? Why not contact me and we can talk?**

## *testimonials*



▶ “I have been fortunate enough to attend two branding workshops led by Jim Murray.

“With his leadership I have been able to envision our communication strategy through the eyes of the families, children and volunteers we serve each year.

“Furthermore, Jim helped me feel empowered to explore varied messaging styles when communicating the mission of Big Brothers Big Sisters of Athens to our community.

“Jim’s style is humorous and accessible and he makes the concept of branding relatable to his audience. It was a pleasure to participate in his lessons and I would recommend his services to anyone looking to more clearly convey the value of their programs to their customers, volunteers, donors or neighbors.”

**Tracy Kelly, Director**  
**Big Brothers Big Sisters of Athens**

▶ “Participating in Jim Murray’s all-day marketing seminar both empowered and inspired me.

“I was locked into my own limiting and intimidating ideas about marketing and the approach to marketing Jim introduced was unconventional and refreshing. I found the ideas liberating and useful and hadn’t realized how tied up in knots I was about marketing. I now feel much more confident and focused.

“It was such a pleasure to exchange ideas in a comfortable, non-intimidating and fun setting. By the end of the session, I not only felt more at ease with marketing, I left with new and innovative tools I could approach it with!!

“The seminar inspired me to be more confident in marketing and I look forward to attending another of his workshops!”

**Alicia Bustamante, Director**  
**Yoga Studio 6 LIC**  
**Long Island City, NY**

▶ “Innovative ideas, clear-thinker and a thoughtful listener. This describes James Murray and his professional marketing and consulting work.

“In the more than 30 years I have known and worked with him on projects ranging from creating a national boating-safety media campaign for the U.S. Coast Guard to producing a university recruitment video, he has not failed to provide a sound, insightful and doable response to my marketing or promotion needs. I highly recommend him!”

**Joseph Berman, PhD**  
**Dean Emeritus – Ohio University**  
**Honors Tutorial College**

▶ “I would like to compliment you on your recent marketing seminar. The discussion and especially the suggestions and ideas you generated on my behalf were practical and, more importantly, do-able. Your contributions are valuable and practical. They certainly are not textbook-ish. I would be very interested in attending another seminar you might offer.”

**Jim Lochary**  
**Hocking Valley Stoves and Fireplaces**

▶ “I worked with Jim over the course of several months to develop a better communication strategy for OMNI’s clinical research programs.

“His straight-forward and pragmatic suggestions proved invaluable. His perspectives fundamentally changed the way we communicate with our research-study patients, which has both directly — and indirectly — led to many short-term and long-term successes.”

**Brian C. Clark, Ph.D.**  
Executive Director  
Ohio Musculoskeletal and Neurological Institute  
Heritage College of Osteopathic Medicine  
Ohio University

▶ “Jim Murray is the most creative marketing force in Athens (Ohio)... the man prints money out of thin air. He is my personal marketing guru.”

**Ric Wasserman**  
Owner, The Pigskin Grille  
Founder, World’s Best Bagels



▶ “As a graduate of the Ohio University School of Music, I found myself academically prepared for my profession but totally naive as to how to market myself for the marketplace.

“Had I had exposure to some of Jim Murray’s packaging innovations, I am confident that my career would have had a jump start in any direction I might have chosen.

“Since meeting Jim and his ideas, my horizons have broadened beyond my wildest imagination and I hope others will have the opportunity to benefit from his insightful experience in marketing.”

**Gay Dalzell, Music Therapist**  
**Professional vocalist,**  
**The Local Girls vocal trio**

▶ “Dr. Murray’s seminar is the most complete and concise of any classes or training sessions I have ever attended. He covered each and every individual’s unique business in the seminar and brought to life many exciting ways to make money.”

**Gary Congleton**  
**Juneau, Alaska**

▶ “Not enough can be said regarding Jim Murray’s abilities as a marketing consultant.

“His ease of skill is outstanding, but more important to me is the way he describes his marketing theories and ideas in a way that is easy for me to digest and to understand.

“Better yet, sessions with Jim produce immediate results, he literally spells out ideas that I can put to work right away, that always either increase my business’ profits or reduce expenses, or both!

“Jim has been an essential marketing advisor to me in my various roles as Marketing Coordinator for the **Casa Nueva Restaurant** in Athens, and Marketing Director for the **Fur Peace Ranch** Guitar Camp in Meigs County.

“He has guided me through the quagmire of developing business plans, marketing budgets, food labels, human resource issues, idea generation, Internet commerce applications, staff training and more.

“There is literally nothing in your business that Jim cannot be of some type of assistance.

**continued...**

“I cannot say enough about how Jim Murray is one of our area’s true treasures, as well as being one heck of a nice guy.

“I stand behind my remarks so firmly, that I invite you to contact me if you need more of a specific recommendation.”

**Roman Warmke, Owner**  
**Eden Marketing**  
**EdenMarketing.com**  
**Athens, Ohio**

▶ “Thank you for all your help in providing marketing strategies for my company. I have never thought of myself as a salesperson. In fact, the concept of selling was always repulsive to me. Yet you have helped me see marketing as a desirable skill and I have been able to take your suggestions, learn from them, and make money from them. Now people ask me for marketing advice!

“What makes you unique as a teacher and consultant is your positive attitude that rubs off on people who meet you. All of a sudden, we can see a clearer, brighter picture of the future, as we learn how to make ‘possibilities’ realities. The results are fantastic!”

**Margaret Carbonell Smith**  
**Rosewood Financial Planning Consulting, LLC**  
**Tualatin, Oregon**

▶ **“The Local Girls** have been most fortunate in our association with James Murray. His sense of possibility of a project is both buoyantly optimistic and completely practical.

“He brings us such good ideas that they sometimes overwhelm us; he pursues his ideas with such a fearless passion that we are left awed.

“Jim made it possible for us to record with the world renown **Lark String Quartet** and to perform twice for **The First Lady of the United States**. And his personal marketing efforts secured a follow-up invitation for us to perform at **The White House**.

“His scope is large, his commitment is deep and his imagination is utterly alive. We are grateful for Jim’s help as a publicist, marketer and friend.”

**Mimi Hart, Gay Dalzell, Brenda Catania**  
**“The Local Girls”**  
**Precision Three-Part Vocal Harmony**  
**TheLocalGirls.com**  
**Athens, Ohio**

▶ “Jim Murray is a marketing master who has a history in Athens County of delivering information with a flair. Jim is also a contributing member of the Healthy Community Coalition in Athens County.

“Jim has coached our coalition in social marketing techniques and has added valuable insights on materials developed or used by the group.

“Jim has also provided formal training for our participating agencies in developing effective health messaging and creating a brand that attracts funding and serves the community.

“Not only are Jim’s skills as a marketing professional highly valued by the group, he is also an all around great guy and personal health advocate. We love him.

“I wholeheartedly recommend Jim’s marketing and media workshops. I genuinely praise and respect his talents as a writer and message designer. Jim is engaging, creative, and extremely capable. I have no doubts that he is creating a better world for everyone.”

**Ruth Dudding, BS, CHES Health Education  
Healthy Community Coalition  
Athens City-County Health Department**

▶ “I invited Jim Murray to help us look at ways we could better market our services and make our story and services better known. His ideas were both creative and practical and we are in the process of implementing many of the things he suggested. Jim was able to help us think about marketing in some entirely new ways that are appropriate for our particular situation.”

**Mary Anne Flourney**  
**Former Board Chair**  
**Planned Parenthood of Southeast Ohio**

▶ “Jim, You are not only a highly creative and talented marketer, you are a warm, friendly and concerned teacher and human being. You made me feel as if I could do a good job, and could be a success, and you gave me tools to do so. And you did this very same thing for the other participants as well. You created a safe, congenial and relaxed atmosphere, void of stuffy, dry jargon. That’s what a great teacher does, though. You distill information and then communicate it effectively.

“You spoke MY language, not the language of a text book. Watching your brain make connections that I hadn’t ever even considered, jarred my brain out of the box, even if for just an afternoon.”

**Barbara Campagnola**  
**Marketing, Stirling Technology, Inc.**  
**Creator and former-owner of 7 Sauces Restaurant**

▶ “Jim Murray presents marketing workshops and consultations that clearly come from someone who is excited about the potential a business or professional person can develop through sound marketing ideas, organized planning and creative strategy.

“He carefully listens to the goals and concerns of his clients and brings to the table a wealth of inventive, cost-effective, and personally tailored ideas.

“From public relations and market research and development to artistic and eye-catching resume construction, Jim inspires business owners, entrepreneurs and job-seeking professionals to expand their thinking on how to grow their business, establish a new business, or market themselves in unique ways.

“When I need fresh ideas for bringing my Pilates practice to the community I enlist Jim to assist in brainstorming and planning how to grow.

“More businesses and professionals need to experience his creative marketing strategies to realize what a tremendous asset his marketing workshops are to the community!”

**Marina Walchli**  
**Pilates Fitness Trainer**  
**Pilates and More**

▶ “Jim was recommended to me by many different people who knew that I was looking for some advice on how to market our programs, advertise, and especially how to raise money so our programs can stay at a low cost for families in our community.

“I expected someone who would be of course knowledgeable in his field BUT Jim has swept me off my feet by his excellence; his unique, and creative thinking connecting all possible ways to achieve what our non-profit needed to achieve at that time.

“His expertise in the field of marketing, his exceptional skills of thinking out-of-the box, and taking in account all aspects of our mission, vision, goals, reality, community we work with, background... everything, and using it to offer us the best and most effective strategy.

“And guess what... It worked!!!

“What surprised me even more was how humble Jim is about his amazing work he has done over the decades all over the world! Jim is not only a hardworking professional but he is also a beautiful human being who helps those who need it most.

“Our non-profit focuses on preventing bullying in schools, esp. K-12, and helping emotionally disturbed children and



youth in low-income areas. Jim has become an advocate for children who are bullied or are likely to be bullied. His heart is feeling with these children and families.

“I approached Jim many times since our first meeting and he has always found time to meet again and discuss what we needed and come up with great marketing ideas. After his advice we always feel like,

Yes, we can do this!  
We can help these children!  
We can carry on!

“Jim recharges our confidence, our belief in a good cause, and the necessity to keep going.

“I highly recommend Jim to any organization, business, non-profit, school, or company.

“You will work with a professional and expert in his field and as a bonus you will meet a warm, friendly, and concerned individual you can count on.

“Jim, THANK YOU for your continued support and advice!”

**Domi Adamova, M.A., M.Ed.**  
**Founder/Former Director**  
**Appalachian Progressive Education Center**  
**Assistant Professor, Hocking College**

▶ “If you’ve read the other testimonials and evaluations by now, you should know that Jim Murray has amassed a long list of very satisfied customers, as he never fails to promise a lot, and deliver more than he promised.

“I have nothing but praise for the classes and workshops I’ve taken from Jim, but would like to specifically mention two reasons why I’d encourage anyone with the opportunity to take a class from Jim:

- 1) **His quick and creative mind:** Jim astounds me with his amazing ability to answer students’ questions or requests for ideas – instantly offering not just one suggestion, but two or three — and usually NONE of them are things you had considered. Pick any product — “day-old bread,” for example, and within 5 minutes Jim will rattle off so many potential markets that you’ll be convinced there isn’t enough day-old bread in the state to meet all the demand. Jim’s mind is quite simply a rapid-fire machine of information.
- 2) **His ability to motivate:** You do not leave Jim’s class thinking, “that was very interesting. I really learned a lot.” You walk out of his programs not only knowing HOW to attain your goal, but more importantly, BELIEVING YOU CAN DO SO.

“I think Jim considers “information” to be the primary product he markets, but to me, the added value he provides, the unadvertised self-confidence he instills in his students, is worth every dollar of the program fee.

“Jim Murray is a uniquely-talented individual. His courses are far superior to 99% of those offered by his competitors.

“After completing an entrepreneurial course from him, I was able to market a collection of items donated from the trash of local carry-outs, and make a quick \$2000!”

**Steve Orth**  
Riggerson’s Collectibles  
Athens, Ohio

**Read More Testimonials**  
at

**<http://EmersonThoreau.com/testimonials-1/>**

***NOTE: Organizational names are used for identification purposes only. The testimonials are the opinion of the individuals, not the organization. (Some people may no longer be affiliated with the organization listed.)***

**“Is It Really So Unreasonable for You  
to Want to *Transform Yourself* ?  
To Discover the Tools of “Ethical Persuasion?”  
To Build Your Marketing Confidence?”**



**C**ome. Join other earth-friendly professionals in an exclusive “**Persuade with Empathy, Purpose, and Integrity**” Workshop designed for NGOs, foundations, and other “purpose-driven” organizations who are *almost* (but not quite) pleased with their ongoing efforts to *Make the World Better (for Everyone!)*

Contact...

  
**EmersonThoreau** LLC

**Trust in the Goodness of Humanity!**



**EmersonThoreau, LLC**  
59th Floor  
The Empire State Building  
350 Fifth Avenue NYC 10118

**Jim Murray, PhD**  
**EmersonThoreau, LLC**  
PO Box 5628  
Athens OH 45701-5628

Voice/Text: 202-677-5533 [murray@EmersonThoreau.com](mailto:murray@EmersonThoreau.com)

As a Person of Influence...

“Would It Put You at a Disadvantage to Understand Marketing, Branding, and Persuasion *Better Than Most Ad Agencies?*”

*What do you think?*

*Before jumping into a pit to wrestle alligators, would grabbing a few professional wrangling-techniques be such a bad idea?*



**T**housands of top executives who feel a little insecure about their *understanding of marketing* would benefit from (secretly) mastering marketing's core-principles to feel more *confident* – and more in-control – every single day.

**Imagine if...** the next time an outside-agency touts a proposal by hiding behind intimidating “marketing-babble,” you could call-their-bluff and deftly-challenge their basic premise?

Given how many times each day a solid-understanding of marketing might *enhance your abilities to influence...* from crafting more engaging emails and memos, managing meetings or phone conversations, and winning support for your projects, to tactfully saying “no” to untenable requests...

**Would shoring up your skills, increasing competency, and getting a strong-grounding in marketing – so that you *feel absolutely confident* about your abilities – be a poor investment of your time?**

“I was locked into my own limiting and intimidating ideas about marketing and the approach to marketing Jim introduced was unconventional and refreshing. I found the ideas liberating and useful and hadn’t realized how tied up in knots I was about marketing. I now feel much more confident and focused.”

– Alicia Bustamante  
Long Island City, NY

Might not becoming a “rock star” in branding and marketing – and discovering some gentle, mind-opening persuasion-techniques – benefit you every-single-day, both professionally and socially?

“I’m more excited about marketing  
than I have ever been.”

“This is my first Institute class. I found it  
fast-paced, exhilarating – and exhausting.  
I would recommend it to anyone.”

“Jim is a wellspring of ideas just waiting  
to be tapped.”

– *Winter Institute Participants*  
Ohio University

**No! Certainly, You Do Not Have to Be Among the Few  
Who Take-Advantage of This Particular Solution.  
And Yet...**

***The Executive Project*** is designed to take accomplished executives (quietly) from “zero to a solid-understanding” of marketing quickly – sometimes in as little as 6-hours – and give them a “skill-set” they can use *the rest of their lives*.

**Really...** When systematically-arranged into an elegant, coherent ***framework***, the core principles of marketing and branding are not all that complicated. (Complicated marketing confuses people and drives them away.)

**So....**

**What do you think?** Is it maybe time to go ahead and develop this *essential competence* so that you can cross it off your list, put it to use, and start becoming *even more influential?*

**“I have been able to take your suggestions, learn from them, and make money from them. Now people ask *me* for marketing advice.”**

**– Margaret Carbonell Smith  
Tualatin, Oregon**

**“Jim has original ideas that work!  
I have left every seminar inspired and confident!”**

**– Evelyn Nagy  
The Plains, Ohio**

**“No problem was insurmountable.  
I came away from sessions feeling charged and inspired to act.”**

**– Kim Gregg  
Athens, Ohio**

**“The self-confidence Jim instills in his students, is worth every dollar of the program fee.”**

**– Steve Orth  
Winter Institute Participant**



“After Jim's advice we always feel like,  
'Yes, we can do this! We can help these children!  
We can carry on!' Jim recharges our confidence,  
our belief in a good cause, and the necessity  
to keep going.”

– Domi Adamova  
Nelsonville, Ohio

## (Almost) Ready to Build Your Marketing Confidence?

**You have several options:** Small-Group **All-Day Workshops in NYC** at the Empire State Building. **Teleseminar Training** (group telephone calls). And **One-on-One Telephone Coaching** tailored specifically to your needs and schedule.

Learn More.  
Make Contact.  
Get Started.

At the website...

Thanks.



EmersonThoreau.com

Develop a Complete Understanding of Marketing!

**Step 1: Contact...**

**EmersonThoreau, LLC**  
59th Floor  
The Empire State Building  
350 Fifth Avenue NYC 10118

**Jim Murray, PhD**  
**EmersonThoreau, LLC**  
PO Box 5628  
Athens OH 45701-5628

Voice/Text: 202-677-5533 murray@EmersonThoreau.com

# “Persuade with Empathy, Purpose and Integrity!”



[EmersonThoreau.com](http://EmersonThoreau.com)

Discover How to (Quietly) Influence Others.

202-677-5533

[murray@EmersonThoreau.com](mailto:murray@EmersonThoreau.com)

**“Empathy is  
the most revolutionary  
of emotions.”**

– Gloria Steinem

**“Grab Some Astonishingly-Powerful Branding Strategies.”**



**BuildMarketingConfidence.com**

**“Feel Comfortable with Your Branding Skills.”**



**Jim Murray** 

Build Marketing Confidence  
P.O. BOX 5628  
Athens OH 45701

Voice-Text: 202-677-5533

Email: [Jim@BuildMarketingConfidence.com](mailto:Jim@BuildMarketingConfidence.com)



**What Do You Think...? Is It WRONG to Leverage the Power of Words in Our Efforts to Make Our World Better (for Everyone)?**

**A**

**Add This “6-Word Formula” to Your Skill-Set to Start Designing More-Persuasive SLOGANS, TAGLINES and EMAIL Subject-Lines or to Create Far More-ENGAGING NAMES for Your**

- **Products and Services** • **Books and Chapter Headings**
- **TED Talks** • **Lectures, Courses, Seminars, Workshops**
- **YouTube Videos** • **Projects, Presentations, and Campaigns**

“

Jim Murray must have invented social entrepreneurship. His insights are boundless. He has an immediate grasp of an organization’s goals, objectives and needs. Good ideas flow from him like a fountain. He exudes a humble, yet matter of fact, confidence based on a foundation of good sense, practicality, and experience. It is as if he knows your job better than you and has been doing your job successfully for decades.”

Tom O’Grady  
Executive Director  
Southeast Ohio History Center

“

In the more than 30 years I have known and worked with him on projects ranging from creating a national boating-safety media campaign for the U.S. Coast Guard to producing a university recruitment video, Jim Murray has not failed to provide a sound, insightful and doable response to my marketing or promotion needs... I highly recommend him!”

Joseph Berman, PhD  
Dean Emeritus – Ohio University  
Honors Tutorial College

Published by



A New Service of

**EmersonThoreau LLC**

Change Your Words. Change the World.

**James Murray** - Influence Strategist  
Voice/Text 202-677-5533  
Email: Murray@EmersonThoreau.com

**EmersonThoreau LLC**  
59th Floor  
The Empire State Building  
350 Fifth Avenue  
New York - NY 10118

James Murray, PhD  
EmersonThoreau LLC  
PO Box 5628  
Athens - OH 45701



**Trust in the GOODNESS of Humanity.**

**ACTION-GUIDE #3** in the “Persuade with Empathy, Purpose, and Integrity” Series:  
**“Brand Yourself with Engaging 6-Word Taglines!”**

\$125.00 (NFS). Available Only to Clients and “59th Floor VIP Workshop” Participants.