

Our class. Your room.



Design:
Deciding on Design

October 22, 27, 29, 11–12pm PST

Design has a nearly incalculable impact on your message. It can make your website more compelling, your direct mail more readable, your PowerPoint more memorable, your advertising more persuasive. Even if you are not directly responsible for buying design, you probably have to evaluate and approve designed materials before your audience sees them.

This three-hour online class (conducted over three days) is a not-too-deep dive into graphic design, providing just enough information to help you look more carefully and decide more wisely before approving anything that visually represents your organization.



Presentations:
Bore No More

November 11, 18, 9–10am PST

Based on unprecedented research and incorporating the advice of 20 highly regarded public-speaking experts, this two-hour webinar (conducted over two days) is designed to help presenters at all levels, including seasoned veterans. Course curriculum includes:

- The five most commonly made mistakes in presenting and how to avoid them
- How to structure presentations to help your audience learn more
- How to use PowerPoint more effectively
- Techniques to help you deliver talks with greater confidence

To learn more and register online, visit thegoodmancenter.com



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where do-gooders learn to do better

A partnership of Lipman Hearne and Andy Goodman

Free-range thinking™ is a monthly newsletter for public interest groups, foundations, and progressive businesses that want to reach more people more effectively. For a free subscription, send your request to: andy@agoodmanonline.com or call 323.464.3956.

Back issues are available on the web at www.agoodmanonline.com.
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A Few Well-Chosen Words

That's one definition of a good tagline. And when it's time to choose, Eric Swartz knows what to look for.

Every morning in every corner of the globe, millions of people resist the urge to hit the snooze button and drag themselves out of bed because three words won't leave them alone: *Just do it.* Nike first used that tagline in 1988, but two decades later it still compels weekend warriors, professional athletes, and just about everyone in between to strap on a swoosh and break a sweat. Such is the power of a few well-chosen words.

Sure, a zillion-dollar advertising budget doesn't hurt, but keep your eyes on the ball: the right words can have extraordinary power with little or no resources behind them. (See "dream, I have a.") Public interest taglines such as "Friends don't let friends drive drunk"

and "A mind is a terrible thing to waste" have enjoyed lives beyond their budgets precisely because those words were so well chosen.

Eric Swartz has crafted taglines for companies including American Express,



Eric Swartz, Tagline Guru

Apple and FedEx, and is a nationally recognized expert in what he calls "the haiku of branding." Inside this month, Swartz talk about the qualities of an effective tagline and outlines a process you can use to choose just the right words for your organization.

► **Goodman: Just to be clear, what is a tagline?**

Swartz: A tagline is a succinct phrase, typically seven words or fewer, that is situated under or alongside your logo. Its goal is to communicate a single, powerful brand message that resonates strongly with an intended audience.

Some readers may feel that taglines are too glib for serious public interest work. Any truth to that?

When I surveyed marketing professionals to identify the most successful taglines, many of the highest rated lines came from good causes. “Friends don’t let friends drive drunk.” That’s a pretty serious message. Or how about the tagline used by the Peace Corps: “The toughest job you’ll ever love.” A good tagline connects with your audience on an emotional level. It should describe who you are, what you do, and why the world should care. It doesn’t matter whether you’re marketing a product or a cause. The effect is the same.

What do you think of the taglines being used in the Presidential campaign?

They’re both good. Being succinct, positive, and believable are some of the keys to success with any tagline, and “Yes We Can” satisfies those criteria. It also reflects passion, which is a strong brand attribute of the candidate. “Country First” is patriotic, and appeals to those who want a strong America and a strong leader. After the speeches are over, what’s remembered are the battle cries, the call to action. In fact, the word slogan is derived from the Gaelic words for “battle cry.”

Take us through the steps an organization can use to create a new tagline.

First, sit down and ask yourself probing questions about your organization. What makes you different from other organizations working in your field? What attributes do you use to describe yourself? If you could own one word in your audience’s mind, what would it be?

Then start brainstorming. Look for “trigger words” or entry points that illustrate your particular vision, position, or promise. In the beginning, people will naturally gravitate to general terms such as “quality” or “service,” or they’ll describe their key function (e.g., animal rescue) or their geographic focus (e.g., Africa). That’s fine – write down all those words. Then, once you’ve got a substantial list, start thinking of these words in terms of the ideas, messages, and expressions they evoke.

People joked that Rudy Giuliani’s recurring tagline was “noun, verb, 9/11.” Actually, my process is not all that different. Ask yourself: to whom are we communicating, and what is the value or benefit to which they will respond? Start to look at your combinations of words and ideas with those questions in mind. And remember: the expressions you create should tell a good story – your story.

Now you’re at that point in the process where you have six or seven taglines that you really like. To get it down to “the one,” hold a series of face-to-face discussions with your key stakeholders, i.e., management, employees, members,

and/or customers. However you do it, use their thoughtful feedback and gut-level reactions to help you pare down the list to the most memorable and meaningful tagline of the bunch.

And once you have a tagline that you’re ready to use?

One more step: Go to www.uspto.gov, the government’s patent and trademark site, and check your slogan against the TESS Database (under the trademark link) to ensure that nobody else is using it. To avoid any trademark conflicts, make sure you search parts of your expression as well as plural variants of it. If you want to register your trademark, apply directly to the USPTO or hire a trademark attorney or professional search service for advice. You can also check www.whois.com to see if the tagline is available as a domain name. And finally, check it on Google for any potential commercial conflicts.

Eric Swartz earned an A.B. in Communications & Public Policy from U.C. Berkeley and an M.A. in Communications from The Annenberg School for Communication at the University of Pennsylvania. He worked as a grants writer and fundraiser for performing arts organizations in the San Francisco Bay area before compiling 25 years as a branding and marketing specialist in the commercial sector. He founded Tagline Guru (“It’s your brand on the line”) in 2005. For additional information about his work, visit www.taglineguru.com or call Eric directly at 650.573.9009. ■



3 Most Influential Taglines Since 1948 (Based on a national survey conducted by Tagline Guru)

Got milk? (1993)	California Milk Processors Board
Don't leave home without it (1975)	American Express
Just do it (1988)	Nike

Hall of Shame (Based on an unscientific survey, but who's to argue?)

We get you there	Delta
We're Exxon	Exxon
Eat Jimmy Dean	Jimmy Dean

Some of Eric's Best (created by Tagline Guru)

Never on someday	FedEx (2nd Day and Saturday Delivery)
More power to you	Apple (PowerMac)
Nature has good taste	Natural Selections Vending

*The Good,
The Bad, and
The Guru's*