

Uncertain about Marketing and Branding? Get up to speed and build your marketing self-confidence. Discover exactly how to craft almost perfect taglines that will help increase your profits by using the exact words your customers want to hear. Its easy to think that the taglines of major corporations (designed by big ad agencies) are effective. Thats often not the case. You can write taglines that are better than those cranked out by Madison Avenue. And you can do it quickly by following the simple strategy in this publication. Great for helping entrepreneurs, small-businesses, non-profits, government agencies brand themselves. Or, use the techniques to develop your own personal brand. And these techniques can be used not just for taglines, they can be used for creating effective book titles, chapter headings, subject lines for emails, or names for special reports. Take a look at what youll discover in these 6 Chapters: Chapter 1: Segment Your Market into Smaller Groups. Avoid the big mistake most marketers make and you'll find it easier to talk to your market(s). Chapter 2: Discover This Surprising Secret about Taglines! Plus 4 Tips for Writing Engaging Taglines. Chapter 3: Learn from These Embarrassing "Professional" Taglines. Learn from the Bad (and Good) Examples of taglines created for major corporations. Chapter 4: Discover the Power of 6-Word Taglines! Look at these examples of 6-word taglines for small businesses and non-profits. Chapter 5: Craft Your Own Powerful 6-Word Taglines! Discover the 6-part, step-by-step formula for creating your tagline. Chapter 6: Compare, Test, and Improve Your Taglines! Let the marketplace help you choose the best version.

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