



# THE POWER OF Slogans

One Sentence Says It All

Slogans work because they're catchy, punchy, and tell us all we need to know in a sentence.

## Let's Do It

Here's how to create a powerful and memorable slogans.

1. For your goals, create a one sentence statement of your intent. This year I will . . .
2. For a product or service the formula is:  
We help [who specifically] to / with [what you do for them] by [how you do it].
3. For a rallying cry, include the outcome you expect and action[s] that can make it happen.

## BEST SLOGANS OF ALL TIME

- Nike** – Just Do It
- L'Oreal** – Because You're Worth It
- Bounty** – The Quicker Picker Upper
- Apple** – Think Different
- Milk** – Got Milk?

## The Maddon Way

Joe Maddon took the Tampa Bay Rays from worst to first by having his team rally around this slogan: "9=8". He explained it this way, "If the nine (9) players on the field play as one we can get one of the eight (8) playoff spots."

As the Chicago Cubs Manager he rallied his championship team around this: "Try not to suck."

