

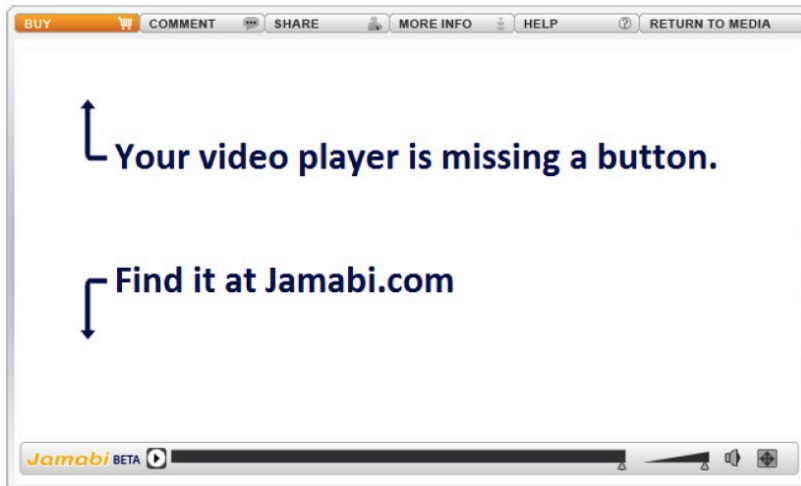
James Denning – Taglines, Headlines and Ad Copy

I can fit your business plan on a t-shirt.

For examples of complex value propositions I've distilled into memorable slogans, read on.

For an ecommerce-powered online video player:

- It's time for show and sell.
- Your video player is missing a button. Find it at Jamabi.com



- Post It • Share It • Sell It!
(for company business cards)

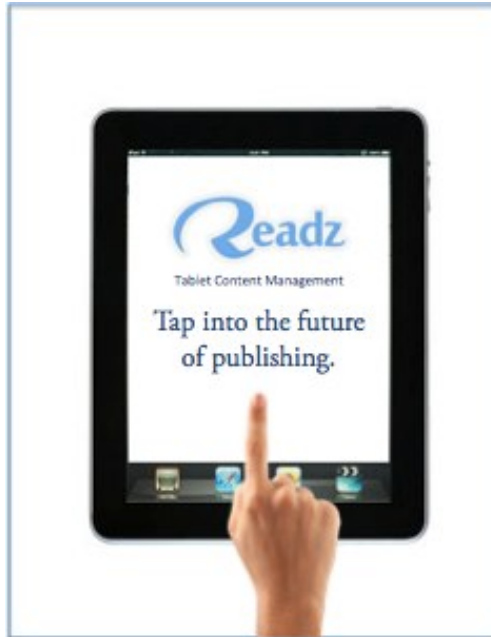
For an Internet radio company, emphasizing that their service is portable across devices and countries:

- Hear, there and everywhere

For a developer of easy-to-use software for publishing on tablets:

- *Web Copy*
 - Simply Beautiful Tablet Publishing
 - Install nothing, layout anything, publish everything
(pitching to traditional publishers)
 - Finally, a page big enough for your story
(pitching to business users)
 - Design without <label>s
(pitching to graphic designers who don't want to use HTML codes)
 - Tap Readz to Refresh Your Pages
 - The best thing to happen to tablets since Moses!

- *Spec Ads*
 - Tap Into the Future of Publishing



- The history of publishing starts with reeds on tablets. Now it continues, with Readz on tablets.



For an aerospace company, for an article on its Cold War-era Atlas missile and rocket engine program:

- Our World Was On It's Shoulders

For a global call center outsourcer, pitching their value, reliability and quality:

- Cheaper than Free
- How to Outsource and Still Sleep at Night
- World Class, Worldwide
(Email tagline)

For an accounting services outsourcer, pitching their ability to run a client's billing and payment systems:

- *Web site headlines*
 - Get to work-work, not paperwork
 - Hire an expert and pay yourself
 - Do what you do...better
 - Why do everything yourself?
- *Direct email headline to restaurant managers*
 - You didn't get into this business because you love paying bills
- *Direct email headline to manufacturing managers*
 - Innovation drives assembly lines and bottom lines

For a call center software developer, emphasizing a user's ability to design call flows and improve customer interactions:

- Design customer interactions, deliver customer satisfaction