



**Client:** Course assignment for “Secrets of Writing HIGH-PERFORMANCE Business-to-Business COPY”. Instructor: Steve Slaunwhite

**Project:** Write slogans/taglines

**Objective:** Come up with five potential taglines for an executive time management program. Use the features and benefits in the table below.

#### TIME MANAGEMENT SEMINAR FOR EXECUTIVES

FEATURES	BENEFITS
<b>One-day seminar</b>	<ul style="list-style-type: none"> <li>• Learn effective time management in just one day.</li> <li>• Save time.</li> <li>• Put training into practice sooner (therefore, reaping the benefits sooner).</li> <li>• Fits into your busy schedule.</li> </ul>
<b>Free time management software</b>	<ul style="list-style-type: none"> <li>• Nothing else to buy.</li> <li>• Save money.</li> <li>• Don't have to create a system to accommodate the training.</li> <li>• Everything you need to implement effective time management.</li> </ul>
<b>Learn how to gain one hour per day</b>	<ul style="list-style-type: none"> <li>• More time to get things done.</li> <li>• More time for personal life. (Fewer late nights at the office.)</li> <li>• Accomplish more. (And, therefore, be come more promotable.)</li> </ul>
<b>Learn stress-free techniques for getting things done on time</b>	<ul style="list-style-type: none"> <li>• Less stress.</li> <li>• Less burnout.</li> <li>• Happier. More motivated.</li> </ul>

#### Slogans/taglines variations:

- Save Money, Time and Your Sanity
- More Time, Less Stress
- Work Super Fast, in Slow Motion
- On the Go Productivity Booster
- One Day Time Saver Distillate
- Effortless Free Time Generator
- Stress-Free Hyper Productivity