

POP! Your Business, Book and Brand

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Make 2008 the Year Your Business, Book and Brand Break Out!

Are you looking for a title, name, brand, slogan or money phrase that:

- *Gets you, your company and/or creation noticed – for all the right reasons?*
- *Clearly differentiates you from competitors?*
- *Causes target customers to think of you first when needing what you offer?*
- *Successfully niches you as the go-to, must-have, top-of-mind resource in your field?*
- *Generates buzz because it's clever, contrarian, or one-of-a-kind?*
- *Drives equity because it's trademark-able or proprietary?*

If so, register for this intensive, hands-on POP! Your Business, Book and Brand Workshop.

Take advantage of this opportunity to develop a million-dollar idea, identity, and approach that helps you and your priority project stand out from its crowd. If you are ready to figure out exactly how you're one-of-a-kind (instead of one-of-many) and how you can package that into a Pithy, Original, Purposeful brand, title, name identity and approach, register NOW.

You'll discover how to:

- Identify your POD (Points of Distinction) so you don't look and sound like everyone else
- Craft a "tell n' sell" elevator intro that succinctly describes what you have to offer so people get it and want it
- Develop a business name or brand that stops people in their tracks and gets you noticed and remembered
- Originate first-to-market ideas and approaches
- Create and corner a niche by coining a new trademark-able word or phrase
- Produce innovative domain names, product pitches, marketing slogans that create buzz

The premise of this workshop and of Sam Horn's award-winning POP! Process is that:

- * **Every article needs a headline.**
- * **Every business needs a brand.**
- * **Every book needs a title.**
- * **Every campaign needs a slogan.**
- * **Every movie needs a money phrase.**
- * **Every company needs a name.**
- * **Every idea needs a pitch.**
- * **Every organization needs a niche.**

The good news is, you don't need a million dollar budget or an MBA to develop innovative, attention-grabbing names, titles, slogans, pitches and niches. You don't have to sit around and *hope* creative lightning will show up.

Sam Horn takes all the guesswork and mystery out of the process. She has created a step-by-step approach for generating one-of-a-kind names, titles, taglines, slogans, pitches and niches that generate visibility and name recognition for *anything*.

You don't have to take our word for it. See what some of today's leading marketing experts have to say about Sam and her 25 POP! techniques for crystallizing and "Cliff Noting" your idea into a concise, compelling, commercially-viable, memorable money-phrase.

John Jantsch, (*Forbes* top-ranked blogger on small business marketing), said Sam is, "a seriously energetic and creative thinker who has taken what, for some, is mind-boggling work and turned it into a system on how to create memorable names, core marketing messages and slogans. **She has created a wonderful set of tools that will help you construct one-of-a-kind ideas.**"

"Lively, fun, inspiring guide to getting heard, getting remembered and getting results." - Ken Blanchard, *The One Minute Manager*

"If you liked Malcolm Gladwell's *Blink*, you'll love Sam Horn's *POP!* If you want to know how to create marketing messages that stop people in their tracks, do yourself a favor and get POP!" - Marilyn Mobley, Senior Vice President, Edelman

"*POP!* is a new way, your best way to create buzz and get to the top of the pile. **If you're looking for success that will take you to the moon, POP! is the rocket ship that will get you there.**" - Jeffrey Gitomer, *The Little Red Book of Selling*

"As a person who once used a sparking Barbie doll to set fire to a pair of underpants on national television, I can vouch for the importance of standing out from a crowd. As a friend of Sam Horn's, I can also vouch for the excellent advice she offers in *POP!*" - Pulitzer-Prize winning humorist Dave Barry

"Sam's process for applying creativity is the best I've seen. I've been struggling with defining my brand. With just a short consulting session with Sam she was able to extract the essence of my brand into something I can use for business. **Sam's branding knowledge and principles are extraordinary.**" - Maura Schreier-Fleming, guest columnist *Dallas Business Journal*

"WOW. It is abundantly clear why **you are the best creativity consultant on the planet**. You took what I wrote in haste and turned it into compelling copy. Once again, it is a pleasure to learn from a master!" - Patricia Eyres, JD, America's Expert on Email Use and Abuse

"*POP!* shows how to create those all-important 'sticky' names, slogans, and brands that stay in your customers' minds." - Dewitt Jones, Speaker Hall of Fame member and co-author with Stephen Covey of *The Nature of Leadership*

"If you're ready to "POP!" out of any and every crowd and be remembered, let my friend Sam Horn show you how." – Mark Victor Hansen, Co-creator, #1 *NY Times* best selling series *Chicken Soup for the Soul*

"Sam Horn offers a wealth of ideas on how anyone can have 'a way with words.' Her techniques for coining memorable names and slogans are popping-fresh, engaging, easy to apply, and jolly good fun." - Richard Lederer, author of *Word Wizard* and co-host of Public Radio's "A Way with Words"

"I've seen Sam in action and she is a master at creating memorable titles and attention-getting taglines that make your presentations, screenplays and projects snap, crackle, and POP!" - Stephanie Palmer, Former Director of Creative Affairs for MGM and author of *Good in a Room*

"Sam Horn is the mom of *POP!* Her book is filled with practical methods for making your message outstanding and unforgettable." - Michael J. Gelb, International Brain of the Year and Author, *How to Think Like Leonardo DaVinci*

"What you name your invention can determine whether it gets ignored or noticed. *POP!* is full of ways to come up with creative names and marketing slogans that help your products capture people's interest. Every entrepreneur and inventor needs this." - Todd Walker and Jean Golden, creators of the "Million Dollar Idea(R)" show

"Want to get your message out to more people so it can make even more of a difference? Buy *POP!* It's packed with original ways to get your work noticed. Highly recommended." - Andy Andrews, *NY Times* bestseller *The Traveler's Gift*

"The premise of *POP!* is that the best way to corner a niche is to create it. This book features fascinating recommendations on how to make your organization one-of-a-kind. Well done." - Joe Calloway, author of *Becoming A Category of One*

"Are you a sole proprietor or business owner? Are you clear why customers should do business with you instead of your competitors? Can you articulate that in one clear, compelling sentence? If not, buy *POP!* The best resource I've seen for selling yourself without selling out your integrity." - Kay Cannon, 2006-07 President of International Coaches Federation

"Every political action committee and grassroots organization needs to know how to communicate their message in a way that wins buy-in for their cause. *POP!* is filled with practical suggestions on how you can make your points precisely and persuasively." - Amy Showalter, Co-founder, the National Conference for Political Involvement Professionals

"One of the keys to attracting media coverage is to have intriguing, memorable sound-bites that grab the attention of broadcast reporters and producers. This book provides specific, innovative ways you can craft pitches that do just that." - Jacqueline Deval, author of *Publicize Your Book!*

"What do you say when asked, 'What do you do?'" Do you want an interesting elevator intro that motivates people to want to know more about you and your business? Buy *POP!* It will teach you how to intrigue people in the first 60 seconds of meeting them." - Rick Frishman, President of Planned Television Arts, co-author of *Networking Magic and Guerilla Publicity*

"To break out you've got to stand out, and *POP!* shows you how. It is full of examples and useful exercises that take you beyond what you need to *know* to what you need to *do*." - Mark Sanborn, former President of National Speakers Association and author of *Wall Street Journal* bestseller *The Fred Factor*

You may be thinking, "That's great that the *POP!* Process has received such accolades. What does that do for me? Good question. Here are just some of the glowing testimonials from clients who have fast-forwarded their career, catapulted their income, and received national recognition as a result of using the *POP!* Process.

“My work with Sam has led to more **clarity about my thinking** than anyone I have ever met. She is a wizard at helping me (and everyone I have ever recommended her to) turn thoughts into **high-impact, well-organized, compelling marketing messages**. Do yourself a huge favor – work with the best of the best, and that means Sam Horn.” – Steve Lishansky, MCC and founder of Success Dynamics

“**Sam has a knack of finding, highlighting, and insisting that we recognize and grow our gifts while helping others do the same**. Sam doesn’t waste a minute. Every occasion is a learning opportunity. Thank you for changing my life.” – Leslie Woodward, Bank of America

“Our time with you was golden! You definitely saved us time, money, and most importantly, the opportunity to make the best possible first impression. **You were worth every penny of your fee. I’d heard you were good. I’m glad to have a direct experience.**” - Arden Bercovitz, *Einstein Alive*

“**Sam Horn is brilliant!** She helped me more in **five minutes to get focused and to crystallize my project** than I had accomplished on my own for three years. If you are looking for value, there is no one better than Sam Horn.” – Dr. Zayd Abdul-Karim, author of *Deep Translations*

Registration Form

Name _____

Address _____

City, State,
Zip _____

Phone _____ Fax _____

E-mail _____

Credit Card _____ Exp. _____

Investment: \$999

Questions? Email us at Info@SamHorn.com

Ready to register?

FAX this registration form with your credit card information to 805-528-2581

Paying with a check? Mail this form to Sam Horn’s California Office at

P.O. Box 6810 Los Osos, CA 93412

Prefer to register by phone? Call 805-528-4351