

*Naming, Taglining,  
Headlining, &  
Book Titling Credits*

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**WriteInc.**  
**Naming/Taglines & Slogans/Headlining/Book Titling**

## **NAMING**

### ***Naming Project***

***Client: Coldwell Banker Real Estate Team***

***Project: Name for Proprietary Real Estate Investment Program***

The Atlanta-based couple ran a successful Coldwell Banker residential real estate practice. A key contributor to their success was a real estate investment concept they'd rolled out several years prior. The popular program, heretofore unnamed, had grown to the point where it needed more structure in the form of a name, formal marketing materials, web site, etc.

We agreed that, ideally, the name would reflect both the somewhat revolutionary spin on the traditional lease/purchase investment model that the program took, and the fact that this spin entailed investors getting involved at the pre-construction "dirt" stage of a residential community. In this way, investors realized additional bonus property value appreciation, garnered between the point of entry and the actual closing several months later.

Here's the result:



***Naming Project******Client: Atlanta Group of Marketing Copywriters******Project: Name for Copywriting Consortium***

In 1997, I started a small group (six) of local Atlanta copywriters ostensibly to get together periodically to talk shop, and share meals, ideas, and leads. A few years later, we decided to take the idea to the next level. From our collective experience, we knew that corporate writing-buyers with companies of all sizes had an ongoing challenge finding good, talented, creative, strategic, and reliable copywriting help. To answer this need, we decided to market ourselves as “a community of marketing writers.”

We launched direct mail campaigns to promote the offering and run ads with the headline, “Six Writers With One Click.” But before we did any of that, we had to come up with a name for our group. We went through many, but ultimately, it was one I came up with that stuck: ***Copyopolis***. We wanted to capture the idea of a community, and coupled with the wonderful logo (by very talented illustrator Laura Coyle [www.coyleart.com](http://www.coyleart.com)), we have a strong offering.





**Client: Rainey Compression Essentials**  
**Project: Naming/Tagline for Proprietary New Fabric**

This Atlanta-based manufacturer of compression garments (specialty post-operative apparel worn by patients after elective cosmetic surgery) was rolling out a new fabric, and would be announcing it in their new catalog (first in five years) and at upcoming trade shows. As this was THE raw material for their entire product line, it was important that it make a splash. The marketing materials for most of the industry's players tend toward the stodgy and unimaginative, and RCE, being roughly the #5 player in the market, was trying to break out of the pack and shake up their image a bit.

Given that the benefits of the new fabric were its strength, flexibility, soft feel, and overall innovative formula, the challenge was to craft a name that captured all these attributes in one compelling concept/image. As I pondered it, the idea of using an animal image came to me. But not just any animal. Here's what I came up with:



**Client: Rainey Business Suites (original working name)**  
**Project: Brochure/Name/Tagline for Executive Suites Concept**

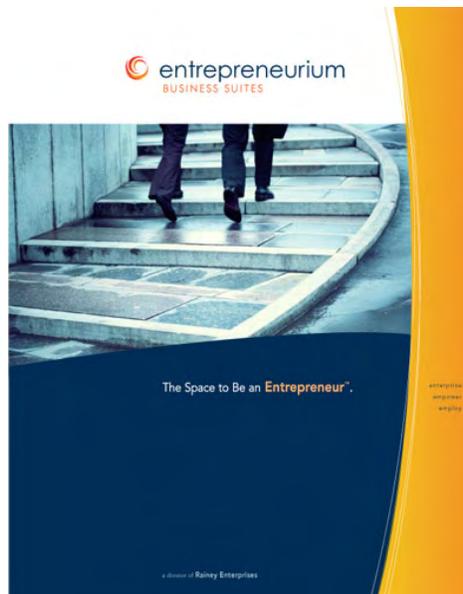
Rainey Enterprises, the parent company of RCE discussed above, had created an “executive suites” concept with several differentiators from all the other “me-too” executive suite entities:

- They’d take on tenants with complementary businesses to foster entrepreneurial cross-pollination.
- They’d offer courses, seminars and business consulting services to their tenants, further supporting their enterprises.

The working name, **Rainey Business Suites** didn’t distinguish them from their competition, nor convey the idea of supporting and nurturing entrepreneurship amongst their tenants.

The name had to convey a place where entrepreneurs could grow and thrive, surrounded by both the resources and the likeminded business community to support them. And the tagline had to echo this – ideally conveying several creative messages. The result:

NAME: **Entrepreneurium** Business Suites  
TAGLINE: *The Space to Be an Entrepreneur.*™



## **TAGLINES & SLOGANS**

***Client: Atlanta Fulton Public Library***

***Project: New Tag Line***

The Atlanta Fulton Public Library system needed a new tag line and logo for the flagship library system in the state. I handled the tag line creation, while the logo was entrusted to the capable hands of talented graphic designer Angelo Omari. The new campaign had to capture the idea of the library as a place of hope, a place to pursue dreams, a democratic resource, a goldmine of knowledge and learning, a gateway to the future, a source of life possibilities, continually evolving, and relevant to people today. The library loved both ideas below but decided on the first combo.



atlanta-fulton public library system

*Take your dreams off the shelf.™*



Atlanta-Fulton **Public Library** System

*Check out the World™*

**Company: Family Mortgage**  
**Project: Company Tagline**

Family Mortgage is a very service-oriented company that truly approaches business differently from their competition. Knowing that so many people dread the mortgage process, they've made it their market differentiator to go out of their way in so many ways to make the customer experience pleasurable, easy, and hassle-free. Their previous tagline was "We Make It Easy!" While it felt flat to me, they wanted to make sure that the idea of "ease" didn't get lost along the way. I wanted something warm, inviting and true to their reputation.

**Tagline/Slogan: Family Mortgage. The Easy Way Home™ .**



**Client: Rainey Compression Essentials**  
**Project: New B2B Tagline**

This Atlanta-based manufacturer of compression garments (described earlier) was creating their first full-line catalog in five years, and was looking to update their B2B tagline, targeted to the staff of a cosmetic surgery practice: surgeons, surgical nurses, and office managers. They'd used two different ones previously:

**The Pattern of Innovation**  
**Healing compression; Comfort assured.**

Both are “features”-oriented tags – focused on the company and products. I wanted a more “benefits”-oriented tag that spoke to what mattered to their audiences. In their marketing materials was a crucial unspoken message: Using Rainey products could help a practice operate more efficiently, and yield more satisfied patients, which in turn, could translate into actual practice growth. And given the nature of Rainey’s business, the tag added a fun element as well.

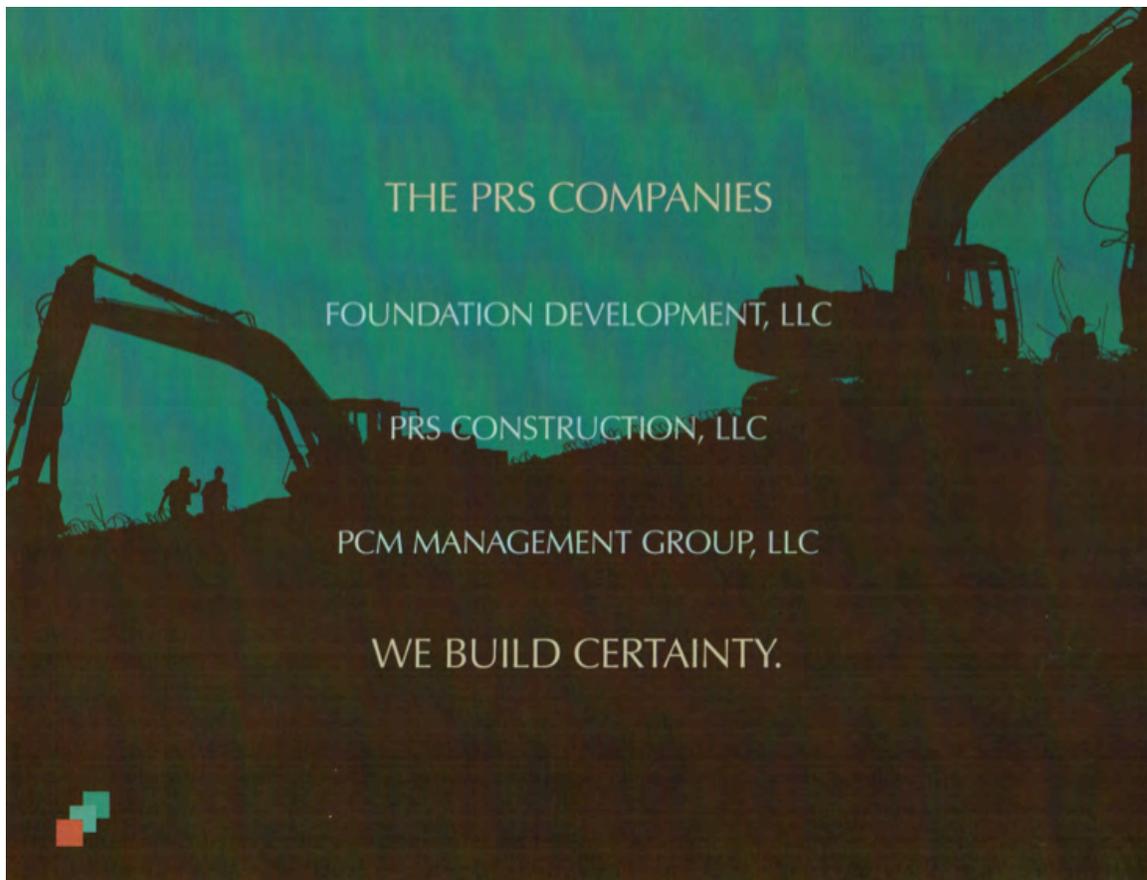
**Tagline: Lift and Enhance Your Practice™ .**



**Client: PRS Companies (Commercial Builders/Developers)**  
**Project: Company Tagline in Marketing Brochure**

PRS needed a full-line brochure to showcase their development, construction, and management entities. In the course of my research, it struck me that, given their expertise on personnel and construction, along with their ability to cut through bureaucratic red tape, what they were really selling was the *reliability* that comes from knowing your project WILL happen when promised and what that could mean to a company's planning efforts and bottom line. I suggested the idea as a general theme throughout the piece and they loved it.

**Tagline: PRS Companies. We Build Certainty.**

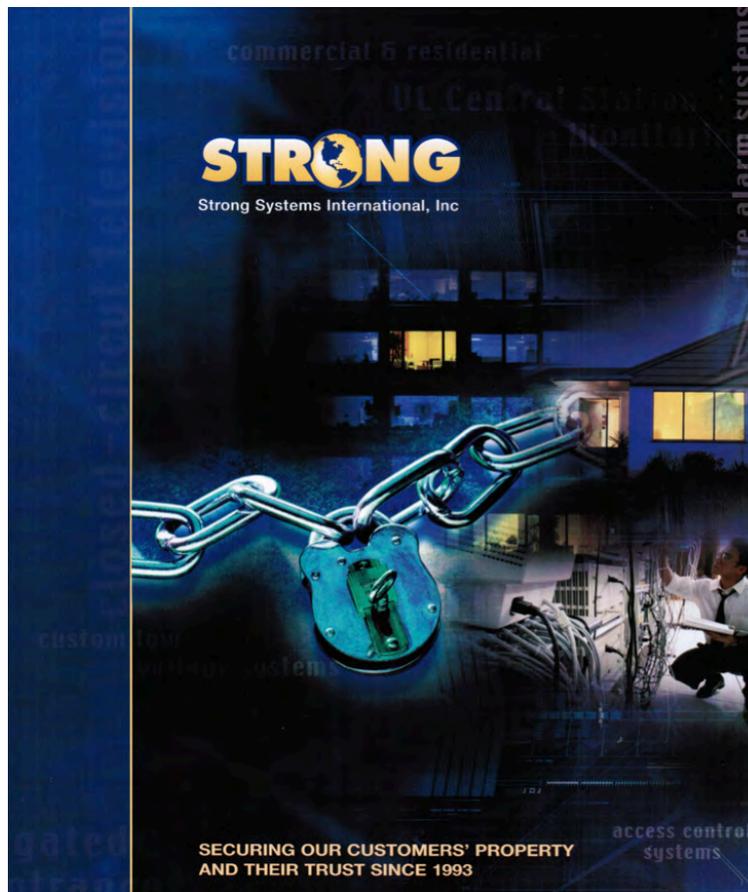


**Client: Strong Systems**  
**(Commercial/Residential Security Systems)**  
**Project: Company Tag Line for Marketing Brochure**

This company, though 10 years sold, had never done a marketing piece. We did a series of four brochures (a single graphic “shell” with overprinting of four different sets of text for four distinct audiences), and they wanted a tagline that reflected not only what they did but how highly their clients thought of them.

*Tagline:*

**Securing Our Customers' Property  
and Their Trust Since 1993.**



**Client: Stair Parts, Inc.**  
**Project: Capabilities Brochure Tag Line**

A national staircase components firm was creating a full-line brochure and needed a tagline. OK, admittedly, this WAS a a no-brainer, a “sitting duck,” but hey, it doesn’t always have to be hard...

**Tagline: Stair Parts, Inc. Step Up to the Best.**

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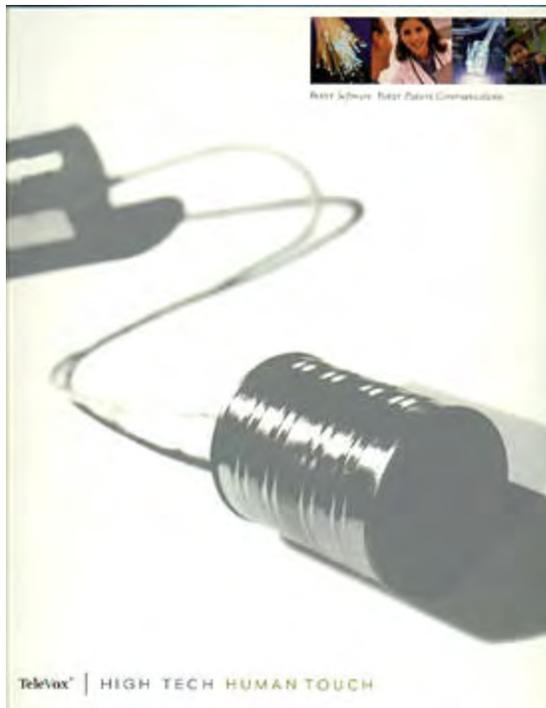


**Client: Televox Communications**

**Project: Capabilities Brochure – Front Cover Tagline**

An industry leader in doctor-patient communications software (calls patients automatically for appointment reminders) was creating a high-end capabilities brochure. The cover needed a tagline at the bottom, next to the company logo.

**Tagline: Hi Tech, Human Touch**



**Client: 8 Youth Organizations (Boy/Girl Scouts, Camp Fire Girls, Junior Achievement, YMCA, YWCA, Big Brothers/Sisters, Boys & Girls Clubs)**

**Project: Brochure Tag Line**

These eight organizations pooled their resources to create a brochure showcasing the collective efforts of their groups. The piece was targeted to church and school groups that might be trying to reinvent the wheel and accomplish what these entities were already doing.

**Tagline: The Power of Eight. The Commitment of One.**

**The Power of Eight.  
The Commitment of One.**

Big Brothers Big Sisters  
of Metro Atlanta, Inc.

BOYS & GIRLS CLUBS  
OF METRO ATLANTA

BOY SCOUTS OF AMERICA

Camp Fire  
Boys and Girls

GIRL SCOUTS

Junior  
Achievement

METRO ATLANTA  
YMCA

YWCA  
of Greater Atlanta

**We** are not one organization with a single name. We're eight independent national youth service agencies in your community — with names you've heard all your life. And all with proven track records of success in impacting the lives of countless young people *and* the communities in which they live. We're **Separate Organizations with a Shared Commitment**. We each operate in different ways, and with different programs for different ages, yet we all share a common commitment to youth. We care about how youth spend their time and the paths they take, not just today and tomorrow, but for every day of their lives. And the results are our rewards.

***Client: Moving in the Spirit (Pro Bono)***  
***Project: Brochure – Organizational Tag Line***

Moving in the Spirit (MITS) is an inner city dance troupe in Atlanta – with programs for at-risk kids from 3-23 – that teaches discipline, responsibility and accountability. The brochure was their first professional piece and was designed to attract corporate sponsors. MITS wanted this audience to get past the idea that this was just a “dance group” and realize that their investments made an enormous difference for many children, and ultimately, society as a whole.

*Tagline:*

**Changing Lives and Brightening Futures  
Through the Arts.**



**Client: Two Virtues, Inc. (Baby Products Start-up)**  
**Project: New Product Tag Line**

The company had just come up with a new product called the *Swaddleaze*, a Velcro-fitted swaddling blanket that wrapped around a newborn and secured the infant in place. It was designed to prevent what's known as the "startle reflex" – where newborns startle themselves awake, flailing their arms and having trouble falling back asleep, keeping parents from sleeping as well. I wanted the tagline to talk to sleep-deprived parents, underscoring how the product would allow both them *and* baby to catch some shut-eye.

**Tagline/Slogan: Swaddleaze. Get Some Sleep, Baby.**

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**Client: ABC Training and Development (sales training firm)**  
**Project: Company Tagline (Proposed)**

ABC (named withheld as tagline is being considered) is a sales training company specializing in everything related to phone sales, whether customer service, technical support, incoming/outgoing sales, etc. Their whole message is how much incremental income can be captured by instituting effective phone sales/customer management programs. I wanted a tagline that underscored the fact that running a phone-based operation without implementing such a professional, profit-oriented approach was the same as leaving money on the table. Might end up being used as a headline instead.

**Tagline:**  
**ABC Training and Development.**  
**Because Talk *Isn't* Cheap.**

***Client: Client/Server Technology (CST)***

***Project: Ad Headline and Tagline***

This company had created a GUI (graphic-user interface) product called GUISys that allowed users of old legacy systems to migrate to a new updated look. In an ad for an industry mag, they wanted a head and tag that captured the beauty and the brains of the product.

***Headline: This Beauty is More Than Skin Deep...***

***Tagline: GUISys. Pretty. Smart. Idea.***

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***Client: GP&E Landscaping***

***Project: Company Slogan***

This Dallas, TX commercial landscaping firm, in business since 1983, needed a slogan for their company. It needed to reflect the unique and personal relationship they'd developed with their client base, one of mutual respect and benefit.

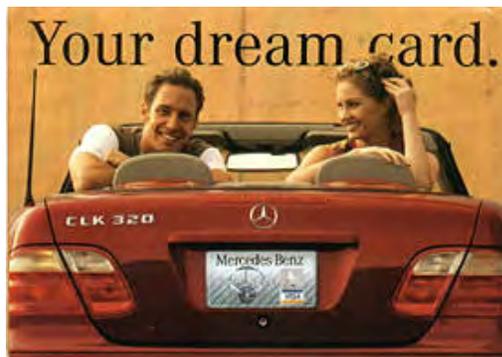
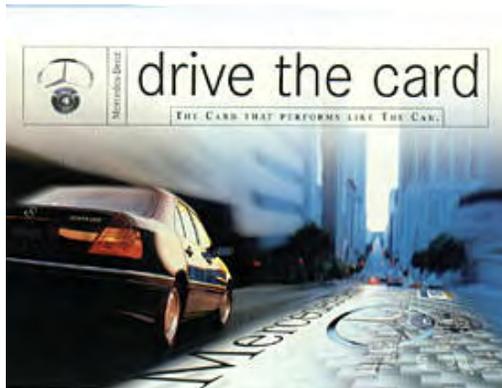
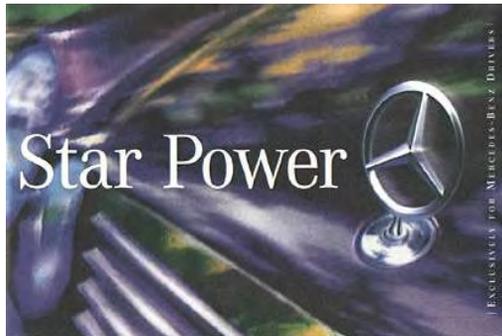
***Tagline: Cultivating Your Trust and Success Since 1983.***

## **HEADLINES (Direct Mail/Collateral)**

***Client: Mercedes-Benz Credit Corporation***

***Project: DM Envelope Concepts***

Envelope-based direct mail solicitations to drive MBCC credit card applications and needing strong headlines that leveraged the upscale nature of the offering while merging powerfully with the graphics. (Note: I suggested the graphic concept for the “drive the card” campaign.)



**Client: Franklin's Printing**  
**Project: Direct Mail Headlines**

Through a series of postcards to build brand awareness, Franklin's Printing was trying to shed their image of a stodgy, out-of-touch quick print shop while letting prospects know about their capabilities and separating themselves from the typical antiquated print shop. A few examples (we ultimately did about 20 cards for them).

**#1: *Time Is Money***



*Reverse Side Copy:*

Every minute you spend doing the things we can do - better, faster, cheaper, and more efficiently, by the way - the less time you have to generate business. It's pretty simple, actually. And with Franklin's state-of-the-art printing, copying (yes, of course in color too!) and graphics services, your life gets simpler too. Chances are, we're right in the neighborhood. Is this a great country or what?

## #2: *Superman*



### *Reverse Side Copy:*

Beneath the friendly, easy-going exterior of a Franklin's employee beats the heart of a top-drawer graphics professional. People who knows their stuff. Enough to make suggestions, offer approaches you may not considered, and most importantly, get it right the first time. What a concept.

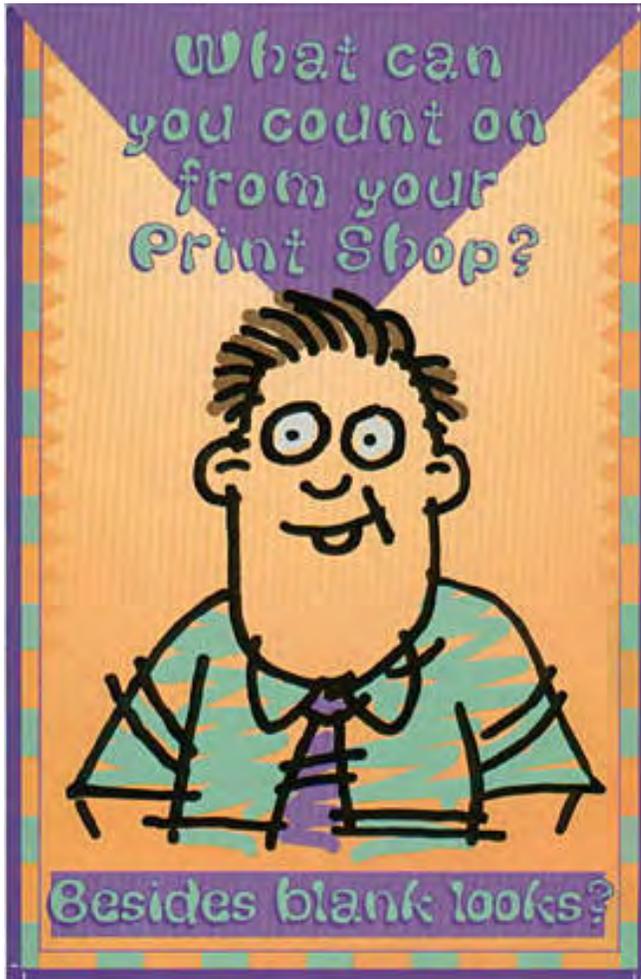
### #3: *Finish Work*



#### *Reverse Side Copy:*

11:38 am. *Big Presentation* at 2:00. The last thing you need from your print shop is a stack of 25 copies, 25 binders, 100 tabs, and a "Good luck! Hope it goes well!" At Franklin's, we'll finish what we started. Copying, tabbing, assembling, and binding. And who says you can't get good help anymore?

#### #4: *Blank Looks*



#### *Reverse side copy:*

A lot of print shop personnel know just enough to get themselves - *and you* - in trouble. When you're tired of educating your print shop, come to Franklin's. Where seasoned graphics professionals will show you the most effective ways to get the highest impact for the least expense.

**Client: FOCAS (Fiber Optics Communications Company)**  
**Project: Brochure – Main Page Headline**

FOCAS worked with utilities to help them get the most out of their existing “rights-of-way.” For example, a power company would contract with FOCAS to wrap their existing power lines with fiber optic cable, which could then be leased out to telecommunications carriers looking for additional capacity. They leverage what they already own into a brand-new and lucrative income stream

**Headline: Let Us Show You How to Spin Fiber Into Gold.**

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**Let Us Show You How To Spin Fiber Into Gold**



As a power utility, you're looking for one thing: comprehensive project management. Where others talk, FOCAS has quietly delivered – time and time again.

The fastest, easiest, and most cost-effective way to maximize the profitability of your rights-of-way ... nothing less. And that's precisely what FOCAS delivers ... nothing less.

**What Others Talk About, We Have Done**

For over a decade, FOCAS has helped utility companies across the country and around the world get the most profit from their existing rights-of-way by adding fiber optic capacity. Over and over, in conditions ranging from desert sand to arctic ice, on many thousands of miles of installed cable worldwide, we've implemented proven turnkey communications solutions including installation, materials, superior engineering know-how, and

**We Come From Your World and Speak Your Language**

With solid roots in utilities engineering and innovative leadership in fiber optic technology, FOCAS knows where you're coming from and where you want to go. We understand the challenges you face as a utility, the changes that have come with deregulation, and most importantly, the tremendous economic opportunities that have emerged as a result of those changes. With our superior cable product line and extensive installation and engineering experience, we've got your answer, whatever your present circumstances or future requirements.



**Client: PolkaTots Baby Store**

**Project: Ad Headlines/Body Copy (3 concepts)**

I did several projects for *PolkaTots*, a store with everything for the new baby. They did several direct mail pieces and brochures and here's a sampling of headlines/body copy pairings I came up with.

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**For Nurseries That Even Look Great At 1:45 a.m.  
And 2:32 a.m., 4:06 a.m., 5:16 a.m...**

For nurseries you'll never get tired of, no matter how many times you visit in the night, come to PolkaTots, for the special touch you'll only find here.

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**Better Baby Beds for Nicer Nighty-Nights**

Say that 10 times fast. Better yet, come by PolkaTots. This one-of-a-kind baby store has a selection of unique and special furniture, bedding, and accessories that'll leave you speechless.

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**Baby Love, Your Baby Love**

If your very special baby brings a song to your heart, our very special store is singing your tune.

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## **BOOK TITLING**

A book title is a headline/name but a crucially important one that can make or break the commercial success of a book.

In the wake of self-publishing my third book, *The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living*, I expanded my one-on-one coaching service to include self-publishers.

And in 2010, I formalized an offshoot from that practice – book titling/subtling and back-cover copywriting – services I'd been offering informally for years (beginning with the creation of my first book's title: *The Well-Fed Writer*).

The result: ***The Title Tailor***



To see multiple samples of that work, please visit:

<http://www.TitleTailor.com>