

The Sound Bite Workbook: How to Generate Snappy Tag Lines, Scintillating Interview Quotes, Captivating Book or Article Titles, and Irresistible Marketing or Publicity Handles

By Marcia Yudkin

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In the news business and politics, they're called sound bites. In advertising, they're called slogans or tag lines, depending on their placement and use. For movies, they're called log lines. On books, they're titles or subtitles. For people, they're monikers.


All of these scrumptious word morsels do the job of summarizing in a catchy, memorable phrase or sentence a message, an identity or a positioning statement.

This concise, practical workbook takes you step by step through the process of crafting catchy little messages. Because they are so compressed and magnetic, they become a powerful business asset.

Included are:

- * Eight time-tested guidelines for productive brainstorming
- * Seventeen fruitful brainstorming methods
- * Ten tips for arranging and tweaking your ideas for greatest impact
- * Twenty-two guidelines for selecting your best option
- * Six methods of advanced sound bite mastery

The author of more than a dozen other books, including *6 Steps to Free Publicity*, Marcia Yudkin is also Head Stork of Named At Last, a naming firm, which helps companies and entrepreneurs create and select effective names and tag lines.

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