



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

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

