

In one word,  
one phrase,  
one paragraph,  
what do you do?

Does it ignite conversation?

Change a behavior?

Invite curiosity?

Is it easy to spread or share?

Does your audience see themselves in it?

Does it build trust? Confidence?

The right words for the right purpose



**One, three, 10-word statements:** for networking and listings

**25- and 50-word positioning:** to pitch ideas

**Taglines:** to clarify or enhance company names

**Manifestos:** to build values-based tribes

**Unique product & service names:** to enhance brand

**Longer form:** for websites and marketing materials