

8 Sure Fire Ways To Brand Your Message!

By

Peter J. Fogel

There's no doubt that speakers put a lot of time into developing the content for their speeches. Unfortunately, as you're well aware of, because of sensory overload audiences will only be able to digest two to three points of your talk. (yes, they will channel surf when you speak) So your rule of thumb should be, "less is more." But then how can you still give your adoring fans their money's worth?

Simple. If you've branded yourself as a speaker—then you should definitely *brand your message*.

Like "Butch and Sundance" workin' together, if you can, hang your message on your slogan. Your phrase should sum up your core message and the two to three points that you're trying to make. (i.e. as in Rodney Dangerfield's hook "I Don't Get No Respect")

If Madison Ave can do it every day with such slogans as "Coke Is It." And yes, some marketing genius earned a lot of money coining that phrase, then you should too. Accomplish this and you'll...

Get Into the Hearts and Minds of Your Audience!

An effective a technique to use is one I call the "Show Me the Money" phrase. How can you NOT remember that line from the movie, "Jerry McGuire?" It struck a chord with society just like Trump's, "You're fired!" has. Here are 8 ways to help you develop your "Show Me The Money" Phrase that will deliver you a large dividend.

1) It Should Be Catchy

Both your message and phrase should be synergistic. "Catchy" with no thought attached is meaningless. In trying to discover yours, keep asking yourself: "What's the point of my talk?"

2) K.I.S.S (Not The Rock Band)

Keep It Simple, Silly! Try using five words or less, like Governor "Ahnold" saying "I'll be back!" or Squinting Dirty Harry repeating time and time again, "C'mon, make my day." Or how about Billy's Crystal's, "You look Maaaaaaaaaaaaaavelous!"

3) **Use a Syncopated Rhythm!**

“It don’t mean a thing if it don’t have that swing.” That’s why we can recall nursery rhymes today. (remember your ABC’s?) Slogans with a musical rhythm to them are easier to grasp, remember, and internalize. Just try getting a certain song out of your head that you like. (“Everybody was Kung-Fu Fightin’”) Go for an iambic Pentameter feel if you can.

4) **Use One That Only Fits Your Story Like A Glove!**

Your speech... your slogan. Don’t come up with one that’s been done to death... even if it’s perfect for your speech. Be organic. Giving a speech on how to improve self-confidence in the competitive business world? How about “First Believe...Then Achieve?” Of if you’re discussing nutrition: “Look Before You Eat!”

5) **Use Alliteration!**

Using alliteration sounds better to the ear: One phrase that I described in an article was where I discussed incorporating a story into your speech so that your core message will have a greater audience impact. I called it: “Massage Your Message.” Giving a talk on retraining your pet? How about “New Leash On Life?”

6) **Tell ‘Em What You Want ‘Em To Do!**

The content of your speech should inspire BUT also have a call to action. Motivating to action is what will give your audience results. So if you can, try putting that in your slogan. Nike’s “Just Do It” is a good example: Make your slogan’s verbs vivid and brain storm with some such as “seize” “capture” “conquer” “grasp” or “master.”

7) **It’s How You Start... and How You Finish!**

Use consonants. They adhere to the brain more. One of my favorites: Wassssuuuuuppp! L’Oréal’s “Because I’m worth it! Or Tony the Tiger’s, “They’re grrrrrrrrrrreat!” In the comedy world, for some reason “k” sounds are funny and stand-out in people’s minds. “Ketchup” and “cantaloupe” are funny. It starts with a “k” and ends with a “p”. And God bless you if you can somehow incorporate “cantaloupe” into your phrase.

8) **Tell ‘Em Once and Tell ‘Em Again!**

In marketing they say—“tell ‘em once, tell ‘em again and tell ‘em once more.” And that’s why your phrase should be weaved through out your 60 minute speech at least 6 times. Don’t be surprised that after you’ve completed your speech and you’re mingling with some attendees, that some will approach you and repeat it to you over and over again... until you get nauseas.

Incorporate your “Show Me The Money Phrase” in the beginning of your key note speech and definitely end with it. Brand yourself, brand your message and watch in amazement as you get into your audience’s consciousness. Just rinse and repeat for continued success!

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Peter J. Fogel is a humorist/speaker/consultant and author of the soon to be released book “**If Not Now... Then When? Stories and Strategies of People Over 40 Who Have Successfully Reinvented Themselves.** Sign up for his e-zine: **Humor This!** at www.fortune500comedy and receive the FREE e-book: “**Effective Humor to Use In The Workplace That’ll Give Your Company A Strong ROI**”. He can be reached at 718-847-0647