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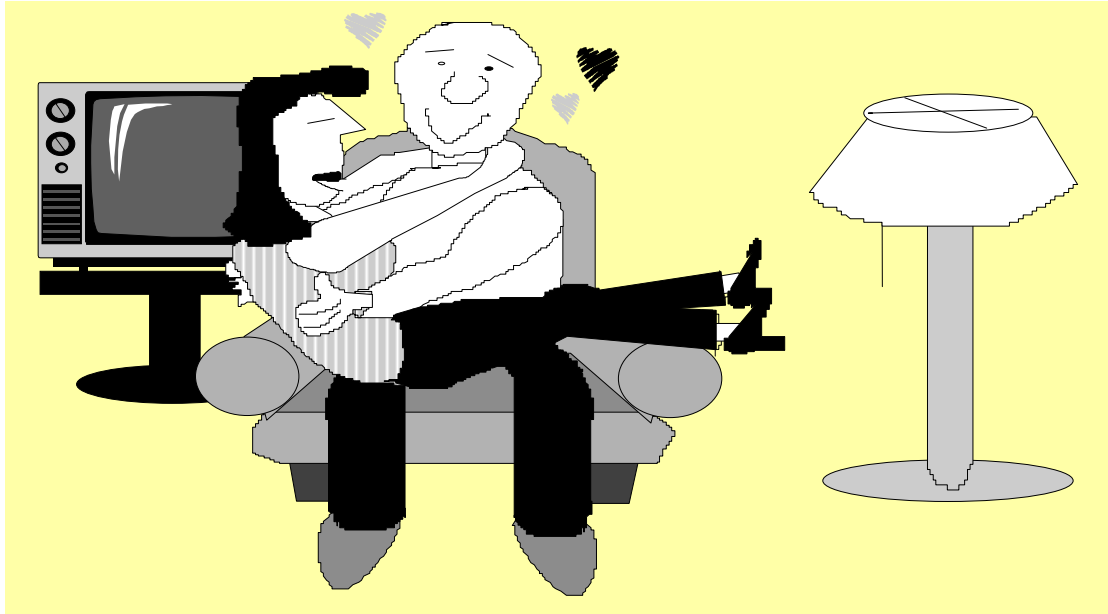


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*"How about this . . . Harry's Pet Supplies: ^{HPS}
You breed it we feed it!"*

Smallbusinessstown.com



*“You want a sports car. I want a beach
condo. But as long as we have each other,
those things just don’t matter.”*

PJS

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WRITING A COMPANY SLOGAN & MISSION STATEMENT

IF YOU develop a strong purposeful identity for your company, you will discover that people will go out of their way to be associated with you, will buy whatever it is you're selling just to get a piece of you, and will likely stay loyal no matter what the competition tempts them with.

The reason for this phenomenon is that people attach themselves to companies and products that help give their lives meaning. More bluntly put, people attach themselves to most *anything* that gives their life meaning. We all search for meaning. We read fortune cookies. We watch talk shows. We call Psychic Hotlines.

However, you can well imagine that developing this powerful magnetic company identity by creating meaning in people's lives is no simple task. It's even difficult to know where to begin.

WRITING A SLOGAN

ONE OF the first steps to building a magnetic company identity is to come up with a company slogan. Slogans are words or phrases used to sum up and express the spirit or aim of a company, and unlike a company name, logo, or trademark, can easily be changed to reflect new marketing strategies. This is their greatest strength.

More specifically, slogans can be used to:

- add pizzazz to logos
- add punch to order forms
- consolidate company philosophies
- give details about what a company

FAMOUS SLOGANS

Only you can prevent forest fires.

Smokey the Bear

It's the real thing.

Coca Cola

Just slightly ahead of our time.

Panasonic

actually sells

- inspire entire promotions
- liven up letterhead
 - motivate customers to buy
 - single-handedly change the public's perception of a company from being "boring" and just like everybody else, to that of being "cool" and finely tuned into their needs
 - supplement lack luster company names
 - zero-in on target markets



COMMON DENOMINATORS OF GREAT SLOGANS

GREAT SLOGANS are difficult to forget after being heard only once, are neither general enough that they don't mean anything or specific enough that they pigeon hole your business, and are not forced, artificial or contrived. Furthermore, great slogans:

- beg to be chanted or sung to oneself & others
- create vivid pictures in their reader's mind
- get advertised free by word of mouth
- summarize completely their field yet also provide identity through

Great Slogans are difficult to forget after being heard only once.

uniqueness of ideas

- tend to reflect a company's mission statement
- tie in well with a companies name and logo
 - use as few words as possible

Great Slogans ALSO . . .

Appeal to peoples emotions or sense of pride in a positive manner.

"Known by the company it keeps."

(Seagram's Canadian Vodka)

E. Seagram & Sons Inc. Liquors

"Only the rich can afford poor windows."

Andersen Corp.

Direct people to act.

“Take a bite out of Crime.”
Crime Prevention Coalition

Feature great benefits.

“Mends everything but a broken heart.”
Fix-All Liquid Cement Co.

“We bring the world closer.”
 AT&T

Invent new concepts.

“Welcome to Miller time.”
Miller Brewing Co.

Invent new words.

“Don’t just fertilize . . . Spencerize.”
Spencer Chemical Div., Gulf Oil Corp.

“It’s wise to conveyorize.”

Rapids-Standard Co. Inc.

Mention their company name.

“Everyone needs the Sun.”
Sun Insurance Co.

“Let Hertz put you in the driver’s seat.”
Hertz Corp.

“Merrill Lynch is bullish on America.”
Merrill Lynch

“SCHIFF. A history of quality nutrition.”
(Vitamins) Schiff Products

Mention their markets.

“America’s best read weekly.”
Liberty Magazine

“Exercise equipment for the next

FAMOUS SLOGANS

Get a piece of the Rock.

Prudential

Have you driven a Ford . . . lately?
Ford Motor Co.

The instrument of the immortals.

Steinway & Sons

generation.”

IMAGE Exercise Equipment.

“First in Chicago.”

Daily News

Mention their products.

“Best of all . . . it’s a Cadillac.”

(Cadillac) General Motors Corp.

“I saw the Haver Lite.”

(miniature flashlight) Haverhills

“Let Big Daddy write it for you.”

(pen) Haverhills

“The magazine of Western living.”

Sunset

Mention their services.

“The greatest show on earth.”

Barnum & Bailey Circus

Use alliteration.

“Look to Lockheed for leadership.”

Lockheed Corp.

“Power without Powder.”

(air gun) Crossman Arm Co.

“Strength, safety, style and speed.”

(Hudson) American Motors Corp.

Great Slogans use detail.

Use detail.

“99 44/100 % pure.”

Ivory soap

Use humor.

“Correct mistakes in any language.”

(erasers) Eldon Roberts Rubber Co.

Use movie titles.

“A diamond is forever.”

DeBeers Consolidated Mines Ltd.

Use rhymes.

“Miles of Smiles.”

Sherwood Bros.’

“Powered by Howard.”

(motors) Howard Industries Inc.

“Takes a licking but keeps on ticking.”

Timex Corp.

“Travel light, travel right.”

(luggage) Atlantic Products Corp.

Use the word people.

“The can opener people.”

Dazey Products Co.

“The lawn people.”

O.M. Scott and Co.

“The paper people.”

Brown Co.

“The pressure cooker people.”

National Presto Industries Inc.

Use the word you, yours, or yourself.

“Vote yourself a farm.”

Abraham Lincoln (1860)

Use puns cautiously.

“A pen is only as good as its point.”

C. Howard Hunt Pen Co.

“The pencil that uses its head.”

Samuel Kanner

Bad Slogans . . .

Have confusing puns.

“All good things come in pears.”

Oregon-Washington-California Pear Bureau

*Great Slogans
use the word
“people.”*

If the above pun was spoken instead of read, you might not realize that it was trying to promote a prominent fruit group. In general, don't use a pun unless both meanings significantly add to your company image.

“From mine to market.”

La Belle Iron Works

Likewise, here is another example where the pun does not really say anything interesting about its company.

Are longer than they need to be.

“It tastes good to the last crumb.”

(pumpernickel) Geo. F. Stuhmer Co.

This slogan might be stronger if it simply read, “Good to the last Crumb.”

Feed company ego not the ego of their customers.

“A magazine with a mission.”

Hearst's Magazine

This slogan talks about company needs being fulfilled not consumer needs. In your slogan, you must tell your potential consumer what's in it for them, not yourself.

Fail to create a strong identity.

“NEC and me.”

(printers) NEC Information Systems Inc.

In the above slogan, an attempt is made to create feelings of closeness between company and consumer. But without a visual, this connection is difficult to make. You need to associate a powerful image to

Bad Slogans are longer than they need to be.

make a powerful word like *me*, work. For example: “Any mail for me?” by Eaton Paper Co. creates an image readers can identify with. How many times have you come home and asked that same question?

Are too general.

“The user friendly company.”
Sterling Software Marketing

Every software company tries to sell user-friendly software. This company needs to distinguish itself more.

Create images that are unclear.

“A man who can’t remember his last hailstorm is likely to get one he will never forget.”

A proverb [slogan] is a short sentence based on long experience.
MIGUEL DE CERVANTES

Rain & Hail Insurance Bureau.

If you are having difficulty capturing the essence of your product or business in a good one-liner, don’t settle for an angle that really doesn’t say what you want to say. A good slogan should be “heard once and remembered forever,” but the above slogan will be forgotten the moment after it is read. The image it tries to create is too complex and confused by the awkward use of *can’t remember* and *forget*. It is possible to save this slogan by changing it to:

“A man who can’t remember his last hailstorm is due for one he will never forget.”



POPULAR SLOGANS

THE FOLLOWING collection of slogans is worth reading just for the fun of it, and also to gain insights into what makes a slogan stand the test of time. You've probably heard any one of these slogans at least once.

"A chicken in every pot, a car in every garage."

Herbert Hoover, 1928

"A million Americans can't be wrong."

(Father & Sons shoes) Endicott Johnson Corp.

"A woman never forgets the man who remembers."

(Whitman's Chocolates) Pet

FAMOUS SLOGANS

Don't leave home without it.

American Express

Good to the last drop.

Maxwell House

Built for the human race.

Nissan Motor Corp.

Only you can prevent forest fires.

Smokey the Bear

It's the real thing.

Coca Cola

Just slightly ahead of our time.

Panasonic

Inc.

"Breakfast of Champions."

Wheaties Breakfast Cereal

"Don't swap horses in the middle of the stream."

Abraham Lincoln, 1864

"For relief you can trust."

(Tylenol pain reliever)

McNeil Consumer Products Co.

"Is it live? Or is it Memorex?"

(Memorex recording cassettes)

Memorex Corp.

"Let your fingers do the walking."

Yellow Pages AT&T

“Shop at Sears and Save.”

Sears, Roebuck & Co.

“That’s Italian.”

(Ragu Spaghetti Sauce) Ragu Foods Inc.

“We are driven.”

(Datsun) Nissan Motor Corp.

“We bring good things to life.”

General Electric

“We shall overcome.”

In support of civil right for black Americans.

NOTE For an extensive list of slogans, consult Lawrence Urdang’s and Ceila Dane Robbins’ book titled, Slogans (1984 Gale Research Company). *Slogans* is a collection of more than 6,000 slogans, including rallying cries used in advertising, political campaigns, popular causes, and movements to urge people to take action.

Writing a Slogan for Your Company or Product

(simplified format)

Company Name followed by
greatest benefit.

EX: “At ROBERTSON’S, our consultants save you money.”



Company Slogan

THE IMPORTANCE OF HAVING A WELL DEFINED MISSION STATEMENT

WITHOUT PURPOSE . . . goals, ambitions and dreams, aren't worth the paper they're written on. Without direction, a plan of action, no matter how carefully written, is simply a bunch of words ruining a perfectly good sheet of paper.

A **MISSION STATEMENT** is an attempt to give your goals and dreams tunnel vision. It is aimed at getting all members of your organization to pull in the same direction, sharing the same view of your company's goals and philosophy, as

For purposes of action, nothing is more useful than narrowness of thought combined with energy of will.
**HENRI
FREDERIC AMIEL**

well as the same vision that you have for the future of your business. If given the serious consideration it deserves, it will reward you repeatedly by enhancing your company identity and position within the marketplace.

In other words, a mission statement is **NOT** a few loosely jotted down ideas, a long list of tasks that need to be completed, nor something that just pops into your head while sipping a good martini. It is a simple, clear, introspective yet practical statement of purpose that helps you focus your entire business and helps you recognize exactly what business you are in. Every organization needs a mission statement and many require one for every business unit that is part of their organization. Some experts even go as far

to say that **EVERY** business decision should be in some way or another fundamentally based on your mission statement.

NOTE A mission statement is the backbone of a strong marketing and promotion effort. It is also quite useful for communicating to customers, employees, suppliers and investors exactly what your company is about.



A mission statement is the backbone of a strong marketing and promotion effort.

HOW LONG SHOULD YOUR MISSION STATEMENT BE?

WHILE a plan of action or customer service policy may be one or many pages, your mission statement should be no more than 25 to 80 words and usually no more than one to two sentences. However, although short, keep in mind that a mission statement is a highly crafted work of **ART** that will demand a considerable amount of time and energy to be refined and transformed into the masterpiece it needs to be.

All truly great successes have had simple strategies, strategies that cannot be easily forgotten, and strategies that can be easily communicated to others.

SUPERTIP



WRITING “THE PERFECT” MISSION STATEMENT IN FOUR EASY STEPS

THERE ARE four basic steps you should follow when writing a mission statement:

FIRST state who you are, **SECOND** state where you want to go, **THIRD** state how you plan to get there, and **FOURTH** state why you need to do it.

For a business, this involves clarifying exactly what business you plan to go in, targeting who you plan to sell to, stating what it is you plan to sell, and linking all these intentions to a compelling reason (see **page 20** for example).

STEP 1 – State who you are – i.e., what business you plan to go in. More specifically, include the following:

- your company name
- areas you will specialize in
- highlights of your customers service policy
- values that will guide your daily decisions

STEP 2 – State where you want to go – i.e., who you plan to sell to. More specifically, clarify the following:

- markets you wish to target – your market niche
- clientele, individuals or businesses you hope to serve
- where your markets are located – their

nature and geography

- ❑ long term company goals – where you want your company to be in five or ten years

STEP 3 – State how you plan to get there – i.e., what you plan to sell.

More specifically, include the following:

- ❑ products and services you will offer
- ❑ customer needs your company will meet
- ❑ key benefits of using your products or services
- ❑ what skills and talents you have that make you superior to the competition
- ❑ how you plan to beat the competition

There is an old saying that is as follows: “If the why is important enough, then no how is too difficult.

STEP 4 – State why you need to do it – i.e., link the intentions of your mission statement to a compelling reason.

There is an old saying that is as follows: “If the *why* is important enough, then no *how* is too difficult. In other words, very few people would hang-glide off the Empire State Building for a tidy sum of ten thousand dollars. But if it meant saving their loved ones, many would be the first in line.

The key ingredient that turns a “so so” mission statement into one that makes you misty eyed whenever you think about it, is not a well thought-out list of company policies, targeted markets or amazing new products, but rather a “why” that makes it all worthwhile, a little piece of magic that perhaps comes to you in the middle of the night – a

seed which allows motivation to blossom.

NOTE To “make a profit” or “provide myself employment” is not a satisfactory answer to this final important step of writing “*the perfect*” mission statement. Although both these statements may be true and one of the main reasons why you went into business in the first place, they don’t belong in a masterpiece.

Examples

EXAMPLE 1 *A mission statement for Pure Passion Pasta Shop:* See FIG. 1. “We at Pure Passion Pasta will prepare and provide the finest quality all natural pasta products, made without additives or preservatives, to individuals, restaurants and organizations who choose to serve nutritious, delicious fresh pasta.”

EXAMPLE 2 *A mission statement for the original Star Trek series:* “These are the voyages of the Starship Enterprise. It’s

EXAMPLE – THE 4 BASIC STEPS TO WRITING A MISSION STATEMENT

STATE WHO YOU ARE

Pure Passion Pasta Shop

STATE MARKETS YOU WILL SERVE

individuals, organizations and restaurants looking for fresh, superior pasta products

STATE PRODUCTS YOU WILL SELL

additive and preservative free pasta products

STATE REASON WHY

to serve more nutritious pasta

five-year mission, to seek out new worlds and new life. To boldly go where no one has gone before.”

EXAMPLE 3 *A mission statement for the Johnson Corporation:* “The Johnson Corporation of Ohio is dedicated to maintaining its position as a leader in providing quality insurance and financial service products to businesses and individuals through a staff of highly trained people sharing a tradition of integrity and service to its clients.”

To boldly go where no one has gone before.

EXAMPLE 4 *A mission statement for Budget Travel:* “Budget Travel provides economical vacation travel and related services to customers in the greater Chicago area, who expect efficient, problem-free travel arrangements at a low cost.”

EXAMPLE 5 *A mission statement for IBM:*

“Our goal is simply stated. We want to be the best service organization in the world.”

EXAMPLE 6 *A mission statement for Whitefield Markets:* “Whitefield Markets’ goal is to be the lowest cost provider of quality foods and groceries in the West Orange area.”

EXAMPLE 7 *A mission statement for Velvet Green Nurseries:* “Velvet Green Nurseries goal is to provide a full range of high quality wholesale and retail nursery products to professional landscapers and *discriminating homeowners.*”

EXAMPLE 8 *A mission statement for the Smith Packing Company:* “Smith Packing Company’s mission is to be the lowest cost producer of pork products in Delaware.”

NOTE Writing a mission statement is not the same as writing objectives or goals. Objectives are the long-term results you want your company to achieve – they are realistic, specific, measurable, consistent and time limited. Goals are the steps you're going to take to reach those objectives – they specify how, when and what.



All great undertakings start with a great purpose.
SUPERTIP

CONCLUSION

A MISSION STATEMENT is the foundation, upon which all good businesses are built, and like a good foundation, it doesn't have to be fancy, but it must be solid. An unrealistic or confusing mission statement can lead to indifferent employees, pilferage and poor customer relations. Employees and customers need to reassure themselves that you know exactly what you are doing and more importantly exactly where they fit into your master plan.

NOTE A clear mission shared with employees and customers has been shown to create high employee morale, efficient operations and more loyal customers.

A mission statement is the foundation, upon which all good businesses are built

A Short Story About the Meaning of Life

Read the following short story that strives to underline the importance of knowing and understanding your mission in life.

The Naked Peach

“Aikido is the way of union with Ki,” said Adam Chu as he froze in a peculiar looking pose. “It is not the way of union with someone else’s Ki, but the way of union with the Ki of the Universe. It is taught that each person has unique individuality and thought, and thus is impossible to join with another’s Ki.” Adam moved to a second pose, grunted, and then continued his solemn oratory. “The ultimate purpose of Aikido is therefore through proficient training to become ONE with the universe.

What you must understand is that the law of the universe IS one. That the absolute universe is also one. And that everything we do must conform to this law. We must ALL strive to become ones . . . not twos!”

“Does this mean you aren’t going out with me Friday night?” queried Isabella Bronston, as she began stripping the skin off a peach. “To tell you the truth,” she continued softly. “I don’t care for martial arts, Kung Fu, Bruce Lee, Ninja Turtles, whatever or whomever . . . but explain to me, because I know you will anyway . . . what’s kicking people in the face got to do with us?”

“Aikido is defensive not offensive!” snapped Adam, befuddled she had so easily classified him along with radioactive car-

toon characters. “The universe,” he continued, “May be regarded as an infinite gathering of infinitely small particles. In the Orient, they call this Ki or Buddha. Here, we call it God. The idea is the same.”

Adam suddenly broke his martial arts pose, flexed his neck muscles, and then meandered over to Isabella.

Adam suddenly broke his martial arts pose, flexed his neck muscles, and then meandered over to Isabella. “Trillions of years ago,” he said, trying to look forceful and serious. “The absolute universe was one. Then two opposing forces appeared and the relative world was born. In the Orient, this dualism is called yin and yang . . . in the west, plus and minus . . . and in our case . . . boyfriend slash, girlfriend!”

“So what’s your point Jack?”

“My point is . . . like JACK Palance said in City Slickers . . . remember JACK . . . the guy who did those one handed push-ups at the Oscars?”

Isabella nodded grudgingly.

“My point is . . . **we must all search for the one thing we’re good at. The one thing that completely sums up and directs our life.**”

“Hmph,” chortled Isabella. “So what’s your one thing Adam Chu . . . Adam CHU who thinks he’s the coolest guy to ever walk the earth?”

Adam leaned dangerously close to her, close enough that he found it difficult to think under the intoxication of her perfume. “To suck on a peach ALONE at the edge of

the universe,” he whispered carefully restrained. “That’s what I’m good at.”

Snatching the peach out of her hand, he quickly split it in half, popped one half in his mouth, then in one easy motion tossed the other half back to her, and once again froze in another peculiar looking pose.

Isabella promptly leaned back against a nearby tree, and pouted, wondering how long it would take for the new love of her life – a guy who thought he knew everything – to finally notice and comment on her new Versacé outfit. And then, she sighed, when the time was right, when the sun was at exactly the necessary angle, when the wind was blowing gently from the south; when he would finally submit to what they

A journey of a thousand miles, begins with one step.

CHINESE PROVERB

both so desperately wanted – their first and most everlasting kiss.

THE END

Writing Down Your Mission Statement

IF YOU are intimidated by the necessity for careful refinement in the development of your mission statement, **DON'T BE**. Write something down right now – anything – on a scrap piece of paper (or type into the box below). Make the effort today, post it on your refrigerator, and than perhaps tomorrow you will be rewarded with insight. And if not tomorrow . . . then let it sit in your subconscious and age like a good bottle of wine. In time, it will bear fruit.



My Mission Statement
