

POP!

Stand Out In Any Crowd

SAM HORN

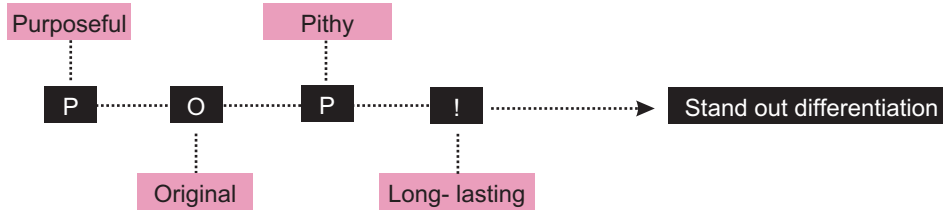
SAM HORN is a business consultant, keynote speaker and author. Since 1981, she has given a speech or a presentation to more than half-a-million people around the world. Her corporate clients include NASA, Hewlett-Packard, the Young President's Organization, the U.S. Navy and the Fortune 500 Forum. Sam Horn is also the author of *Tongue Fu*, *What's Holding You Back?*, *ConZentrate* and *Take the Bully by the Horns*.

The Web site for this book is at www.samhorn.com.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

To be successful today, you need to stand out from the crowd immediately and impressively. The best way to achieve that is to have a name, a product, an elevator pitch or a proposal which “pops” or stands out from the pack. This is the essence of the POP! formula.



“It’s not enough to be the best at what you do; you must be perceived as the only one who does what you do.”
– Jerry Garcia

P – Purposeful Page 2

Just coming up with something fun and witty is pointless unless it accurately describes what you do and positions your business advantageously. To achieve that, you first need to be 100-percent clear in your own mind about what you’re trying to achieve.

O – Original Pages 3 - 5

To be original, you have to offer something nobody else does. Instead of competing, create your own niche. When you’re providing one of a kind, there is no competition. Everyone loves a fresh approach, so surprise and delight people by doing something fun and intriguing.

- | | |
|---|---|
| <ul style="list-style-type: none"> 1 Alphabetize core words 2 Capture conversational catchphrases 3 Use the “Valley Girl” technique 4 Inject some funny one liners 5 Rearrange some well known cliches 6 Paint vivid word pictures 7 Use the “half-and-half” technique | <ul style="list-style-type: none"> 8 Turn old assumptions upside down 9 Introduce some meaningful metaphors 10 Capitalize on some form of culture 11 Pop a highly engaging question 12 Make it sound like what it is 13 Jazz it up by adding a suffix or prefix |
|---|---|

P – Pithy Page 6

You must be both precise and concise. Reduce the complex down to a few memorable ideas and people will love you for it. The human brain is capable of holding only seven bits of information in short-term memory at any one time so try and describe your offering in seven words or less. If people don’t remember what you’re about, getting their attention is pointless. Brevity is the soul of success.

- 1 Use alliteration to sound much more lyrical
- 2 Have a slogan in a beat that’s easy to repeat
- 3 Make it sublime by using great rhyme

! – Long-lasting Pages 7 - 8

Once you’ve got people’s attention, the trick then is to keep it. There are seven secrets you can and should use all the time to keep people interested and engaged.

- | | |
|--|--|
| <ul style="list-style-type: none"> 1 Embed first-person stories and anecdotes 2 Pull people into your world 3 Craft a highly memorable money phrase 4 Use segues – ask people what they would do | <ul style="list-style-type: none"> 5 Juxtapose points for better clarity 6 Open hearts and minds with Aha! quotes 7 Inspire action with specific next steps |
|--|--|

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

