

THE SLOGAN TRANSLATION CARD

A ten-second test for any phrase built to be repeated. Use it on yard signs, ads, hashtags, and anything you catch yourself repeating.

STEP 00 • TRANSLATE IT

SAY IT AS A FULL SENTENCE.

Turn the slogan into something with a subject, a verb, and something you could check. Ask four things:

WHO

does it?

WHAT

happens?

BY WHEN?

A date.

PAID FOR HOW?

A number.

Can't do it in ten seconds? You weren't handed a position. You were handed a feeling.

WORKED EXAMPLE

“SHARPER MINDS, SAFER STREETS.”

Who does what?

Nobody. Nothing specified.

By when?

No date.

Paid for how?

No dollar amount.

FAILS

That doesn't make the sentiment bad. It means there's nothing in the phrase to evaluate yet.

STEPS 01-03 • RUN THE SOURCE TEST

01 STAKE

What would actually have to be true for the idea behind this phrase to be a good one?

02 SOURCE

Who wrote it? Why is everyone saying it in the exact same words?
Independent agreement, or a script?

03 STEELMAN

What's the strongest honest version of the idea, said without the slogan? If it still holds, you're agreeing with an argument.

WHY SLOGANS STICK • SPOT THE THREE MOVES

THE BEAT

Short words, rhythm, rhyme. Easy to say feels easy to believe.

THE VERBLESS CLAIM

Sounds like a principle. Contains nothing you could check.

THE CHORUS

Same words from many mouths. One voice repeated sounds like a crowd.

One rule: run it on a slogan you *like*. The test is easy on the other side. It only sharpens you when you use it on your own.



SCAN TO WATCH THE BREAKDOWN

The full video, the research behind it, and the test in action.
allenstafford.com



THINK SHARPER. STAY SOVEREIGN.