



POP!: Create the Perfect Pitch, Title, and Tagline for Anything

Sam Horn

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Why do some ideas break out and others fade away? What causes people to become so excited about a product that they can't wait to tell their friends? How can an idea be communicated so that it catches fire in people's imaginations?

Popular author, consultant, and workshop leader Sam Horn identifies what makes an idea, message, or product break out, and presents a simple and proven process *POP!* (Purposeful, Original, Pithy) to create one-of-a-kind ideas, products, and messages that pop through the noise, off the shelf, and into consumers' imaginations.

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