

IDEA STARTERS FOR “POSITIONING STATEMENTS” AND COMMERCIALS

Intimate, inspired, irreplaceable. (restaurant)

Stand Out. (clothing)

We set the standard of fine home building (home builder)

Your smile. Your First Impression (dentistry)

Smart. Professional. Ready. (lawyer)

Stretch your limits and your budget (outdoor gear)

When only the finest will do.

Earth Day. Every Day. (landscaping)

Get into the swing of things (golf)

The feeling everybody wants (spa)

Right at Home (decor)

Revitalize and renew your life (health)

We've got just what you're looking for. (shopping district)

It's just a bead until you show up. (bead store)

Shouldn't it be fabulous? (furniture)

Change your rug. Change your life. (rugs)

There to help.

Keeping your house beautiful inside and out. (cleaner)

Flawlessly Intriguing. (furniture)

Interiors with oohs and ahhs. (furniture)

For every roofing need, we're on top of it. (roofing)

Inspired Interiors don't have to cost a fortune (furniture)

We make dreams come true (home/mortgages)

Get the Scoop (Ice cream)

When one option isn't enough (restaurant)

Come. Eat. Chill (restaurant)

The Perfect combination.

Events - Intimate to Grand (catering)

Comfort food with a Southern Twist.

We invite you to enjoy.

Just plain fabulous.

We don't serve fast food, we serve fresh food fast.

Your local lighting source (lights)

A dream home all your own.

More bang for your buck.

Picture yourself at...

There is no substitute.

Helping Families the Old Fashioned Way.

Restore your confidence. Renew your spirit. Revive your Natural Beauty.

Open for Business.

Inspired by Mother Nature.

A dress for every occasion.

Turn on Life.

Above and Beyond.

We can furnish your home affordably from top to bottom.

Just as you imagined.

Done to your taste.

Love your lunch.

Innovations that inspire.

Furniture that is perfectly suited for any environment, inside or out.

The difference is in the details.

Your Oasis, you pool.

Breakfast, Lunch or dinner. Anytime is the right time for (client)

Make up for that pony you never bought them.

Our customers have great taste.

Discover your style.

Healing for Life.

Inspired by community

A change of season

Invest in your child's future.

Taste the adventure

Begin an enduring love affair.

Whether you need to repair it, replace it, or maintain it - you'll save money with
(client)

Heating and Cooling that's people friendly, environmentally sound.

Guaranteed to be in time.

We build on relationships.

Feel at home... with friends.

An arrest is not a conviction... don't let it become one.

Service you can trust, friends you can count on.

The trusted experts for collision repair.

When only the best will do.

With us, you can afford the best.

Life. Organized.

A perfect match of Form and Function.

Same Day on-site computer services.

If credit card debt is the problem, we're the solution.

For a Healthy, Beautiful Smile.

Quality Care, with a gentle touch (dentist)

We dig our job (construction)

We move earth (construction)

So nice to come home to Right at home.

We fix garage doors right.

We do it right. we do it fast.

Keeping your family comfortable and safe.

Comfort every hour. Every season.

When you want it done right.

Grounds for Excellence (landscaper)

Why you should call us first.

Nothing is more precious than your eyesight Envision the possibilities.

Enhance your natural beauty.

Fulfill your dreams of beauty.

Reroofing Specialist.

Comfort. Performance. Style.

You know where to go.

Unforgettable memories.

Life at its purest.

The Original Steakhouse.

Simply beyond comparison.

A slice of the good life.

All ways surprising.

Your fit. Your style.

Custom fit.

Birthplace of a Dream.
(market)'s finest jewelers.
An incomparable collection of Jewelry.
Jewelers for life.
A memorable dining experience.
Get closer to Nature.
Make YOUR escape sooner.
Eat like a legend.
It's this easy!
Passion for life.
A world of opportunity.
Affordable excellence.
Get the V.I.P Treatment.
The first-class way.
Look your best. Feel your best.
Ideas for living Smart.
Right at Home.
Make your everyday better.
An amazing collection of treasure.
Show your spirit.
Functional Accessories for your home.
Healthy Choices make all the difference.
It's all in the details.
The around the house helpers.
Helping keep your family safe.
Old world atmosphere. New world technology.
Expect the extraordinary for home and garden.

Satisfy your craving for delicious.

Your custom Kitchen.

Automotive Outfitters.

For anyone who prefers simplicity.

You don't need to spend a fortune for beautiful looks.

The key to comfort.

Get noticed.

Expand your universe.

Rediscover your backyard.

Just what you're looking for.