



Hi Ladies and Everyone,

Thank you for downloading this PDF to join the PowerPhrase movement!

Here are some ideas on how to use it:

1. Select your slogan (or make up your own!)
2. Print an A4 sheet with the campaign logo
3. Write your slogan (in your style!)
4. Post a picture with it on the Instagram and/or Facebook with **#PowerPhrase**

*Don't forget to tag us **@eu.incubator** and we'll share your posts into our stories!*

**Logo print outs and #PowerPhrase list below!**

Thank you so much for joining and supporting our efforts. 🇪🇺 Together, we march on!

Yours,

Team of the #PowerPhrase campaign,

Abbi, Aleksandra, Anna, Meryn, Paulina



# Campaign slogans!

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Here are some of the slogans we came up with...

<b>Have you ever been called...</b>	<b>Your new PowerPhrase</b>
Bitchy?	Tough! Competent!
Bossy?	Leader! Decisive! In charge!
Complicated?	Interesting!
Crazy?	Spontaneous! Creative!
Demanding?	Diligent! Committed! Striving for excellence!
Ditsy?	Free-spirited!
Drama queen?	Expressive!
Feisty?	Strong-willed! Clever!
Frigid?	Simply uninterested!
Fussy?	Attentive to detail! Precise!
High-maintenance?	With standards!
Hysterical? Hormonal?	Unwilling to take your sh*t! Disrespected!
Loner?	Independent!
Opinionated?	Passionate! Sharp!
Oversensitive?	Empathic! Perceptive! Emotionally intelligent!





**Use one of ours or make up your own!**

<b>Have you ever been called...</b>	<b>Your new PowerPhrase</b>
Petty?	Educated/well-informed! Passionate! Precise!
Picky?	Sensible! Sophisticated! Selective!
Provocative?	Critical thinker! Advocate! Comfortable in her skin!
Pushy?	Driven! Determined! Assertive
Sassy?	Confident!
Slutty?	Liberated!
Stubborn?	Persevering! Thorough!
Tomboy?	Fit! Sporty!
Uptight?	Elegant! Sophisticated!
Whiny?	Concerned! Thoughtful! Perceptive!
Vain?	Self-assured!

**So, what is your #PowerPhrase?**

#POWERPHRASE





#POWERPHRASE