

Metaphors Galore!



In the many months that we've been "getting ready" for the Serenade project, a lot word-play has crept into our conversations, usually happening when we're looking for better ways to describe the virtues of the homes we were preparing to build. Some we've actually used, and we have several within this website, updated now for the umpteenth time. They all elicit at least a chuckle... and in every case, they seem to convey what we want to say in a more effective way, getting attention, for one thing. So we've started this list, "published" here, and looking for reviews of how to use them....which are more effective overall, for one thing, but specifically, a tough one in how to use the caricature of the Big Bad Wolf, when describing how tough our "ICF" walls are, (concrete-styrofoam...earlier in this site) and as a way of carrying more weight than the phrase, "a study shows concrete walls re 8.5 times stronger than traditional wood walls". The first 5 here relate best in an introduction to the whole concept:

1. Casting the benefits as "**Serenity for sale**".....where "serenity" is used as a tangible goal for this "next chapter", but grabs attention, and points out a desirable purchase benefit with a while calling attention to the fact that the word has kinship to **Serenade** itself.
2. That's similar, of course, to our once-headline claim, "**Ideal senior adult lifestyles for sale....comes with a neat "starter home"**", implying that we can make tangible benefits happen with this home....a fact we believe to be true, but a smallish spin on our claims of benefit, and a departure from strict "Business writing".
3. Have you noticed that our logo designer, talented friend Glenn Myer, used a wiggly measure of music that looks like a rainbow right within our logo? Well, I would like to use..."**the perfect rainbow for your next storybook chapter**". *It implies you have had storms (and who doesn't think that's true...but we all know what uniquely follows storms and seems to say, "Everything's going to be OK after all!!!! If one has seen the movie "Perfect Storm", it's easier, but the connection is automatic without that. Rainbows come after storms....enough to know;, so wouldn't it be nice to have the "Rainbows" we've earned and deserve? Too,, the graphics that go with it are so lovely. Glenn threw in the bluebird, he said, just to round out the "visual" of utopia of sorts:*
4. We've already been using, to describe the living in Serenade, "**Your Happily Ever After Home**", ("in which to live your next storybook chapter". It opens our web site here and now.



5. Here's an easy one suggested recently by a professional artist/writer. **"We've Got the Setting, You Bring the Song!"** At least one doesn't need to explain it, and it sure fits with "Serenade", don't you think? Except I know a few older male friends who would take it literally and say in reaction, 'Bah, humbug, you know I can't sing a note! Nope?

6. Those comments also relate to our line, used within: **"Add life to your years and years to your life"**. Here, we're making the same claim of benefits, while playing with words a tad more aggressively.

7.and then, look at this, probably my favorite, and really simple: One day, the image of **the big bad wolf trying to blow these homes down** came to mind, and the futility of those comparatively puny efforts compared to what would actually be necessary to do that in real life somehow loomed as really funny. I've refrained from using them, to whatever credit I might have earned for that restraint. But don't be surprised.

8. And I've been using **"Cozy Fortress"** pretty loosely here and there in describing the homes, because it seems so accurate, even if the words are so incompatible. But they really accentuate the story. They just pair up awkwardly, while speaking fact.

Okay...if I pose a question or two about the use of some of the above that I like best, would you give me more opinion, like specifically answering my questions about their use which you can do by email to Merrill@homerelo.com. Seriously, I would very much like to hear from many.

a. I really like **"cozy fortress"** because it's such fact, I think, yet use words that are nearly incompatible with each other. Even used alone, the 2 words are colorfully appropriate. Together, they're even better? Is there any negative to using it that I'm missing? I'd like to use it to introduce the homes.

Then regarding the first 5 (numbered) paragraphs above, relating to an overall description of "Serenade", two are my favorites:

b. As for entrances into the overall subject of the whole project, I like 3 and 4 the best (**the rainbow** metaphor and **"Happily ever after home"**). Is one better than the other for a) long term use without getting too stale, and stretching to the point of absurdity, or being "too cute"?, or worst of all, creating mental images that simply aren't true.

Thanks so much for the help. If you can find time to respond, I'd be glad to keep you informed about reactions in a special newsletter, maybe a blog, so include your email, if I don't already have it, please.

Merrill