

Creating A Tagline

Taglines

Taglines are short phrases used in conjunction with business names. They can be powerful reinforcements to making your business and business name memorable to your customers and potential customers.

You can use taglines to give your customers a little more information about your business or you can use them to evoke more feeling about your product or service. For example, the athletic footwear maker, Nike, uses the tagline, "Just Do It." It doesn't relate to the actual product they sell, but it emits a general feeling that their customers might be feeling.

Think about some other famous taglines that are associated with businesses and business names.

"Melts in your mouth, not in your hands." - M&M Candies

"It's everywhere you want to be." - Visa

"Never let 'em see you sweat." - Gillette

"You're in good hands with Allstate." - Allstate Insurance

"The ultimate driving machine." - BMW

Creating a tagline isn't always the easiest thing to do and there are many businesses that do not use taglines. You may opt at this time not to create a tagline, or you may spend some time thinking of one you believe will be beneficial to your business. Taglines present a great opportunity for you to imbed your brand and business name into the minds of your customers.

Creating Your Tagline

Start with the words you came up with on the previous page that described your business. If you are not able to come up with a tagline from those words, ask yourself the following questions and answer with descriptive words:

1. What does your business do? _____

2. What sets you apart from your competition? _____

3. What is your business personality? _____

4. What are the benefits of your product or service? _____

5. Is there an emotional feeling you get when you think of your product or service? _____

Your Tagline:

(Keep your taglines simple and to the point. Try to make them 10 words or less.)