

# How to Write a Great Tagline For Your Business – Worksheet

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## 3 Steps to Crafting the Perfect Tagline

### Step 1: Summarize Your Mission

With your brand's purpose and core values in front of you, write a summary of your brand's mission. What's the work you do? For whom do you do it? And why?

Write as much as necessary to get your full mission out and then try to pare your summary down into one sentence. This isn't your complete tagline yet so it doesn't have to be perfect. It's just a starting point.

**Summary of your brand's mission:**

## **Step 2: State The Customer's Key Benefit**

A successful tagline doesn't simply announce what a company does; it also explains the benefits of that mission to the client. Taking your sentence from Step 1, ask "so what?" of it and write down they key benefits you offer your clients.

**So what? So that....**

## **Step 3: Differentiate Your Brand**

Your brand's personality will spruce up your tagline, help differentiate your brand from your competitors, and give potential customers a reason to like you! How will you make that emotional connection with potential customers that will lead them to pick you over anyone else? Play around with different ways to convey your tagline message until you find a variation that conveys your true brand personality.

**Work on it in the box below:**

### 3 Tests to Check Your Results

Apply the following tests to your tagline before releasing it out to the world to check its effectiveness and whether it accomplishes its purpose.

#### Test 1: Clarity

Although your tagline should show your brand personality, it should never sacrifice clarity for being “clever” or “cute.”

- Does your tagline clearly explain what you do?
- Does it contain any jargon?
- Is it too clever or obscure?



#### Test 2: Is It Unique to You?

There's nothing worse than a generic vanilla-flavored tagline that doesn't hold much meaning and could be applied to any business.

- Is your tagline unique to your business?
- Is it specific to your key benefit?
- Does it sound like a compilation of superlatives?

#### Test 3: Is It Memorable?

If you've followed all the steps and checks so far and have crafted a tagline that summarizes your mission, communicates the key benefit, shows your personality, has clarity, is unique to you and expressed in a few words, then chances are that it's also memorable.

If it's not, backtrack to see what's missing from your final result and work your way down from there again.

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