

Create Winning Taglines Worksheet

This will help you generate some ideas for a tagline. Don't forget it's a process so don't get anything engraved until you're sure it's working well.

1. What solution do you offer? What is the end result of your services? Why do clients hire you?

2. How do you solve the problem? What are your specific tactics?

3. Who is your audience? Specifically, what size business, what industry, what vertical niche?

4. Complete the formula for what you do:

How to _____

With _____

For _____

5. You probably selected the most polished way to complete each part of the formula above. Rephrase each section above using common vernacular.

Think of the slangiest way to say it:

How to _____

With _____

For _____

6. Now, I've mixed it up to look at it from a different, perhaps completely illogical perspective, in case that sparks any brilliant ideas.

For _____

How to _____

With _____

More thoughts on the subject — when crafting a tagline, ask yourself 3 questions:

1. Does the tagline reflect a benefit to the audience rather than a feature of your business? People make decisions based on how they can benefit from your product/service.
2. Does the tagline differentiate your business from your competitor's? Can the same tagline apply to your competitor?
3. What do you offer that your prospects think they need? Focus on the aspects of your work that reflect the needs your prospects are aware of. If they recognize their need in your tagline, you're half-way there.

Also, refine your tagline with the help of your market. Once you come up with a few options, poll your clients and prospects. You can gain so much valuable insight into the needs and preferences of a market by directly asking for feedback...proving once again that people want to help. All you have to do is ask.