

GUIDE TO TAGLINES

How to Write a Compelling Business Tagline
that Your Customers Will Love

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DO YOU NEED A TAGLINE FOR YOUR BUSINESS?

As a new business owner, you have what seems like a never-ending list of things to do. One of the many is your tagline! How do you write a great business tagline that communicates what you do and resonates with your customers?

Of course, a great tagline isn't necessary for every business. If you have a clear enough business name, it might speak for itself.

However, many business owners want to add a catchy tagline that tells people what they do. If you're struggling with your tagline, you're in the right place—read on to find out how to write the perfect tagline!



WHAT MAKES A GOOD BUSINESS TAGLINE?

A good tagline is...

- ▶ Memorable
- ▶ Honest
- ▶ Timeless
- ▶ Unique
- ▶ Clear and descriptive
- ▶ Short (10 words or less)



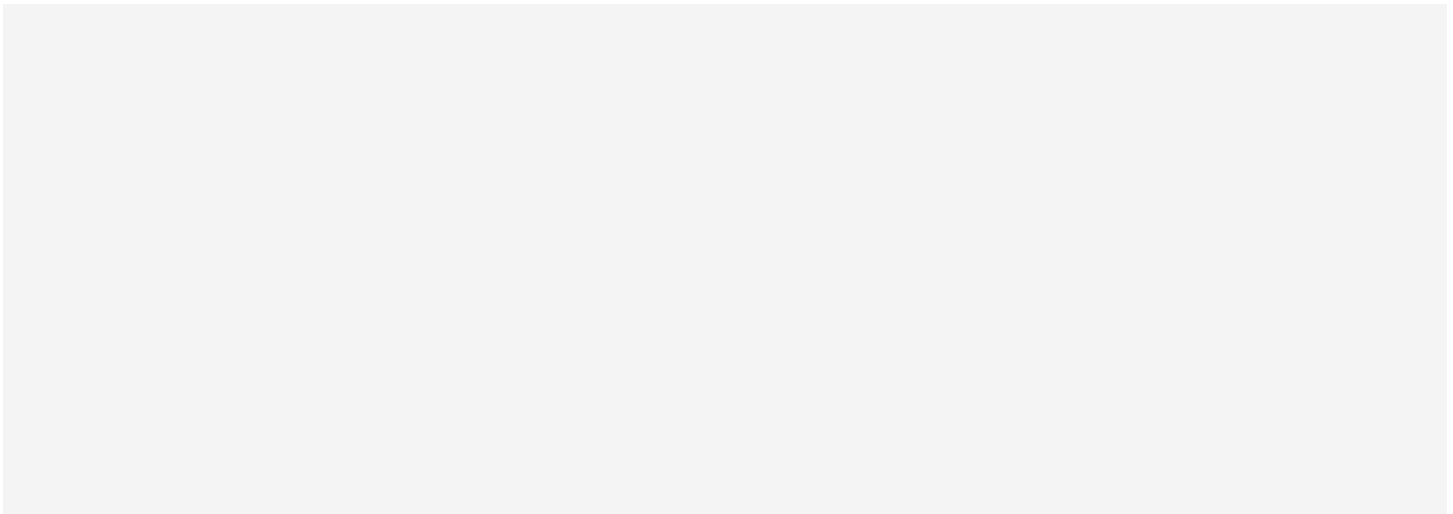
HOW TO WRITE A TAGLINE FOR YOUR BUSINESS

Tip: Open this PDF in Acrobat Reader and click in any gray box to type your responses.

1. Describe your business

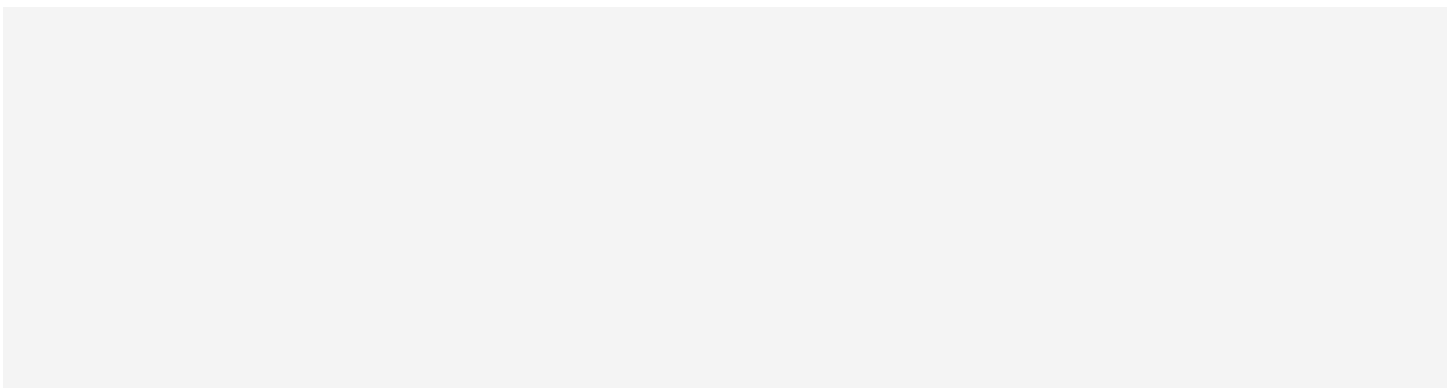
Write a short paragraph about what you do in your business - focusing on what you offer that sets you apart from the competition.

Feeling stuck? [Learn more about the elements of creating a strong brand.](#)



2. Shorten it down

Then take the paragraph you wrote, and see how much you can shorten it. You want just the essentials of what you do in your business.



3. Try different versions

Once you have a shortened version of what your business does, it's time to play with different versions of your tagline. Come up with at least 10-20 different tagline ideas.

4. Narrow them down

From the 10-20 taglines you generated, narrow them down to your favorite 3.

TIPS

- ▶ Make sure that they are not trademarked by checking the [Trademark Electronic Search System](#).
- ▶ Say your taglines out loud. You want them to be memorable, and the way they sound makes a big difference in whether people will remember them or not.
- ▶ Think about which taglines are the most direct and clear in communicating what you do.
- ▶ Sleep on it. See which taglines you still like in the morning.



5. Test them out

Ask your friends, family, and target audience members what they think of your taglines. Ask them if your tagline helps clarify what you do in your business, if it's memorable, and if it sounds good. You should end up with one tagline that you want to use.

6. Trademark your tagline

Once you've decided on your tagline, trademark it when you can afford it.

[Learn more about trademarking your tagline.](#)

TAKE YOUR BUSINESS TAGLINE AND USE IT TO YOUR ADVANTAGE

As soon as you settle on your business tagline, it's time to start using it! Add it to your social media, your website, your business cards, and any marketing materials you have. Before long, people will associate it with you and your business!

For more tips on starting your business, catch our post on [creating a product line that sells!](#)

Next Step: Grow!

Crème de Mint crafts specialty food, beauty, and supplement brands from start to finish, with award-winning packaging design, strategic branding, and cohesive online presence and marketing.

Our Services Include:

- Packaging design
- Branding & logo design
- Website design
- Social media branding
- Marketing & copywriting



I'm Lauren, the founder of Crème de Mint. We love to help businesses grow and thrive. Keep an eye on your inbox for future newsletters from us with more helpful tips for growing your business!

Are You Ready to Grow Your Business?

Schedule a **free 30-minute call** to ask us questions and discuss your needs.