

A blue rectangular tag hangs from a silver ball chain. At the top of the chain is a small silver dog tag. The tag is tilted slightly to the right. The text on the tag is in a clean, sans-serif font.

# Tell-All Taglines

Writing a  
meaningful tagline  
to define your  
business,  
product  
or service

## INTRODUCTION

*Having a meaningful tagline associated with your business, product or service name and your logo will help set you apart from your competition and build brand recognition with consumers. The right tagline or slogan will summarize for your audience your strongest selling point – the benefits you offer them. That summary is your unique selling proposition (USP).*

*Each successful business has a (USP). It is the defining message that distinguishes them from their competition and helps them build recognition. The best USP includes a claim that their competition cannot make. A USP can be factual or a perceived difference.*

*Use this workbook to help you determine your USP and develop a meaningful tagline.*

*You can express your USP in a short phrase that emphasizes the key or most unique benefit you offer that sets you apart from your competition – what you do or offer and how it is better or different than others. This phrase then becomes your tagline and should be used consistently with your company name and logo.*

## STEP I: DETERMINE YOUR USP

To determine your unique selling proposition, first define what makes your business, your products or your services different from your competition.

**What is it that you do or offer?** If you offer a wide range of products or services, which of those are most in demand or do you specialize? Do you offer something customers will find difficult or impossible to get somewhere else?

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**How do you do business?** Is there anything that is special, unusual or unique about the way you do business? Do you offer quicker turn-around or personalized service? Does your product or service eliminate or reduce work for your clients? Make something easier or faster for them?

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**Who are your customers?** Do you cater to a particular group of people (age, interest, location) that no one else offering your product or service does?

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**What do your customers want most?** Is it convenience, location, price, credibility, experience, personality, etc.? What benefits do they get from your product or service?

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Now develop a detailed description of your company, product or service including its purpose and benefits. It should be 50 words or more. Focus on the benefits you offer your customers.



## STEP II: RANK BENEFITS

Rank benefits you offer in order by most unique, important, or desired.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## STEP III: REFINE YOUR LIST

List three elements you consider to be the best.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## STEP IV: DEVELOPING THE TAGLINE

Considering the top three elements, write down several phrases that summarize your key benefit or unique offer.

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## STEP V: REFINE THE TAGLINE

Refine and simplify the different phrases listed until you develop one that says it best. Keep in mind that successful taglines are short, clear and focused statements. It doesn't have to be clever to be effective, but it should communicate your USP clearly.

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SOME SUCCESSFUL AND MEMORABLE TAGLINES:

### **7-Up**

The un-cola

### **Allstate Insurance**

You're in good hands

### **American Express**

Don't leave home without it

### **Avis Car Rental Company**

We try harder

### **BMW Cars**

The ultimate driving machine

### **Burger King**

Have it your way

### **FedEx**

When it absolutely positively has to be there overnight

### **Hallmark Cards**

When you care enough to send the very best

### **McDonald's Restaurants**

You deserve a break today

### **Nike**

Just do it

### **Saturn Car Company**

A different kind of company; a different kind of car

### **State Farm Insurance Company**

Like a good neighbor, State Farm is there

### **Wheaties Cereal**

Breakfast of champions

This workbook is provided by Pure Talent Graphic Design, a full service design studio with 17 years of experience specializing in helping small business owners succeed through professionally designed marketing communications. Pure Talent successfully produces business logos, business cards, stationery, brochures, catalogs, newsletters, posters, direct mail, advertisements, reports, and web sites. Other services include copywriting and contracting for printing and web hosting services.



Pamela Towns  
Owner/Designer  
Pure Talent Graphic Design  
Phone/Fax: 301-292-3258  
[ptowns@puretalent.net](mailto:ptowns@puretalent.net)  
[www.puretalent.net](http://www.puretalent.net)