

# Tips for Tagline Creation



Thank you for downloading No. 2 Pen's **Tips for Tagline Creation**. This guide is meant to help you think about company slogans, or taglines as we like to call them, and help you to come up with one of your own.

- 1** Brainstorm. Set the timer for five minutes and write down every word or phrase that describes your business. No rules here...just dump.
- 2** Take another five minutes and do the same for your customer. What words/phrases describe your target market(s) interests?
- 3** Create a document with three columns. Label the columns: nouns, verbs, and adjectives. Take your list of brainstormed words/phrases and organize them by column.
- 4** Look at the adjectives list and commit to not using any of those words unless they help to drive the action. Jargon, marketing-ese, and soft adjectives will slow down action.
- 5** Decide on the kind of feeling you want to evoke with your tagline, e.g., modern, innovative, sensitive, optimistic, corporate, etc. Once you have this narrowed down to two or three, put those emotion words at the top of your document. Cross out any of the words in your list of nouns, verbs, and adjectives that don't support the emotion you're seeking.
- 6** Think of businesses outside your industry that evoke the same emotion you are aiming for. Review those companies' marketing materials. For example, if you want to come across as a funky clothing store, look at the websites of architecture firms, marketing agencies, and other companies that focus on edgy branding. Take note of taglines you like. Add the words that grab you to the columned document.
- 7** If you have a logo, decide whether or not you want the tagline to complement the image. Oftentimes the tagline will be part of the logo image and sometimes not...you get to decide. Either way, it's helpful to make that decision before the design process begins.

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**8** Look at your mission statement (or write one if you don't have one). With the list of words/phrases you brainstormed in the back of your mind, synthesize your mission statement down to a three- to six-word sentence or phrase. Do this multiple times, so that you have a list of eight to ten sentences/phrases.

**9** Rewrite each of the eight to ten sentences/phrases you've come up with and make sure that each is written

- In active voice
- In present tense
- Without weak adjectives
- In the positive (avoid the words no, never, not or any variation thereof)
- To match the feeling you want to convey
- Your tagline may not always appear with your logo. Will your tagline be understood if it appears by itself?

**10** You now have a list of potential taglines. Walk away from the list and come back to it in a week.

**11** After time has passed, review your list, make edits if you think it's necessary, and narrow it down to three possible taglines. Ask a handful of trusted peers to weigh in on your tagline, but don't overdo it. You'll find that the more people you ask, the more suggestions and rewrites you'll get. Writing by committee rarely works.