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TagLines That Sizzle

Six Steps to a WOW! Tagline

PROSPERITY COACHING, LLC

Partnering with
Entrepreneurs to Build
FINANCIAL PROSPERITY

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Six Steps to a WOW! Tagline

I love taglines. There are clever taglines and there are WOW! taglines. If your business doesn't have a tagline or you have doubts about the effectiveness of your tagline, this "how-to" article is a must-read. Contained within are examples of bad taglines, good taglines, and an exercise to create a WOW! tagline.

I search business cards and marketing materials looking for good catch phrases that sizzle and make me say "WOW!" Yet I'm often surprised to find that most entrepreneurs don't have a tagline. In many cases, I will find the business name on the business card – but evidence of a tagline is nowhere in sight. This causes the brand to fall flat. It leaves the impression that the brand is not finished. It actually leaves the reader disappointed and wanting to know more.

In some cases the business owner has the insight to use a tagline, but it falls flat by being vague or cliché. The most ineffective taglines say "I'm great." "Hire me." "Don't you just love me?" or "I have great service."

In other cases, the tagline attempts to explain features, rather than benefits like some of the following.

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Examples of poorly worded or misleading taglines

Industry *Business name excluded in some cases to protect the unaware*	**Tagline**	**Why it Falls Flat**
Any	Reliable 24 Hour Service	Everyone says they have good service. This is overused.
Insurance	Insuring Washington One Person at a Time	And how does that help me? I don't see a benefit.
Attorney	Over Thirty Years of Service	Doesn't move me.
Financial Planning	Dedicated to Your Success	Success in what?
Marketing	Ensuring Your Online Success	How? What do I really get out of it?
Computer	Innovation Pays	Unclear. No real benefit.
Global Electric	A World of Difference in Service	Again. Everyone says they have good service. The clever tie in with the world and global isn't necessarily effective.

Positioning for Success

The best taglines impart a sense of "what I get out of hiring this company." They tell you what the company really does that makes them different. In other words, you read a benefit into the statement. It all comes down to "What's in it for me?"

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Examples of good taglines that create a WOW! brand

Business Name	Tagline	Why it Sizzles
Prosperity Coaching	Helping Independent Financial Advisors Build Wealth	The result of working with me is that you will make more money and build wealth.
Words Made Easy	Editorial Support for Writers Who Want to Change the World	Authors need support and they usually have a message to deliver.
Art Guy Creative	Bringing Creativity to Life	Double meaning with an uplifting tone.
Café Carumba	Spirited Southwest Grill	Has a double meaning – spirited as in alcohol and spirited as in you'll have a good time here.
Safeway	Ingredients for Life	Food is essential and we all need it, but we need a life too.
Vineyard Financial Group	Your Guide Down the Path to Prosperity	If you are serious about investing for retirement, you want prosperity and a guide to help you get there.
Essential Organizing	Free your Space. Free your Mind.	I can almost see the clutter disappear.
Edible Excellence	No More... What's for Dinner?	I ask what's for dinner daily, so this really caught my eye.
Solutions Marketing and Consulting	Marketing is an Invest-ment in Your Tomorrows	Who doesn't want their tomorrow to be great?
Healthy Habits Wellness Center	Helping you Create a Lifetime of Wellness	Ties in the wellness from the business name to finish the brand with a benefit.
Women Seeking Success™ Group Coaching	For Women Determined to be Prosperous in Every Aspect of Life	Wouldn't you want this?
White Glove Home Inspections	There's a Helping Hand in the White Glove	When you buy a house, you need a hand figuring it out.
Creative Juice Design	Refreshingly Good Graphic Design	So many designers are boring. This company gives you creativity that's refreshing.

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How to create a WOW tagline

If you don't have a tagline or your tagline doesn't address the benefit your target client receives by working with you, then you need to re-position your business by creating a new tagline. Professional copy writers charge thousands of dollars to create a tagline. If your budget prevents hiring a professional, try these six steps.

1. **Start by creating a list of "helper words" that will tie your tagline together**
   Develop, build, consult, create, focus, grow, earn, live, rest, transform, partner, strategic, keep, confidence, help, – you get the idea. What helper word would be best for you?
2. **Create a list of BENEFITS your clients get from working with you**
   Save time, make more money, achieve prosperity, find wellness, good investment, good life, less stress, more space, have a dream home, more support, improve potential, more power, more productive, progressive, have freedom, become beautiful, get wealth, create more time, integrity, find a solution
3. **Create a list of words associated with your particular industry**
4. **Take each list of words and create word combinations – gauge the effectiveness of each combination**
5. **See if you can tie the tagline into your business name as that becomes a bonus (see White Glove, Healthy Habits)**
6. **Test market several of your combinations with your target clients, friends, and family to determine the most popular tagline**

Tips to creating a memorable tagline:

- The best tagline is the one that hits you just right. It resonates and there's no doubt it's great.
- Use a tagline to position your business and show how you are different from the competition. More personality? More integrity? More creativity?
- Try to inspire a "call to action" for an effective action prodder, but don't use an exclamation point because it can sound "salesy"
- The best taglines are created during a company re-branding and are a result of graphic artist, marketing representative, and business owner working together to create a cohesive statement

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- Taglines should always be on the front of the business card to reinforce the business name and brand

My hope for you is that you can create a brilliant tagline that will resonate within the marketplace, tie your brand together with a pretty ribbon, and attract droves of your ideal clients right to your front door.

About the author

Suzanne Muusers is a Business Coach and **Tagline Queen** *based in Scottsdale, Arizona. She is a credentialed member of the International Coach Federation and has owned or managed a business every year since 1981. Suzanne helps entrepreneurs and independent financial advisors build wealth through marketing and branding strategies.*

Read marketing tips and how to's on Suzanne's Blog –
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