**Subject: How To Write Your Business Tagline**

Dear NAME,

Next to your business name, the most important element of your branding is probably your tagline. Unfortunately, many organizations skip the tagline or they fall short of creating one that truly exemplifies their brand. First, let’s talk about what a tagline is and then we’ll explore some tips to create a memorable one.

**What Is a Tagline?**

A tagline is a sentence or phrase that shares your brand message and identity. It is designed to communicate who you are and what you do in a few memorable words. A tagline is also often called a “slogan.”

Here are a few examples of notable taglines:

• Nike tagline – Just Do It

• Zappos tagline – Powered by Service

• Apple Computer - Think Different

Tips for Writing a Good Tagline

Writing a good tagline isn’t easy but it is possible. One of first things you can do is write down a list of words, phrases, and sentiments that you want others to associate with your business. Zappos is a great example.

Their mission and vision were to be a customer service centered business so the tagline “Powered by Service” represents who they are and what they do. It clearly and succinctly states a benefit of buying from Zappos. Good taglines are:

• Memorable – They use power words and words that evoke emotion.

• Short – Notice that the examples all have three words or less. Try to keep your tagline shorter than eight words.

• Sets you apart – Your tagline should tell what makes you different from the others.

Your tagline can also state a benefit and reflect your brand personality. It needs to be believable and original. Taglines should be appealing enough to grab your reader’s attention. Work with your list of words, phrases, and sentiments and start drafting potential taglines.

You might create twenty to fifty potential taglines. That’s fine. Once you’ve drafted as many as you can think of, set them aside. Come back to your list later and identify a few that resonate with you and feel powerful.

You can then start asking others for their input and advice on your potential tagline candidates. You might even test a few with your audience. Your tagline is important, so take your time with this step.

Next time we’ll take a look at identifying the goals of your business brand. This step is important to consider before you start marketing your brand.