

My tagline

Your tagline should be simple and communicate what you do

The tagline is what you want your audience to remember about your brand in the most concise and memorable set of words possible. When they see your tagline, they should either;

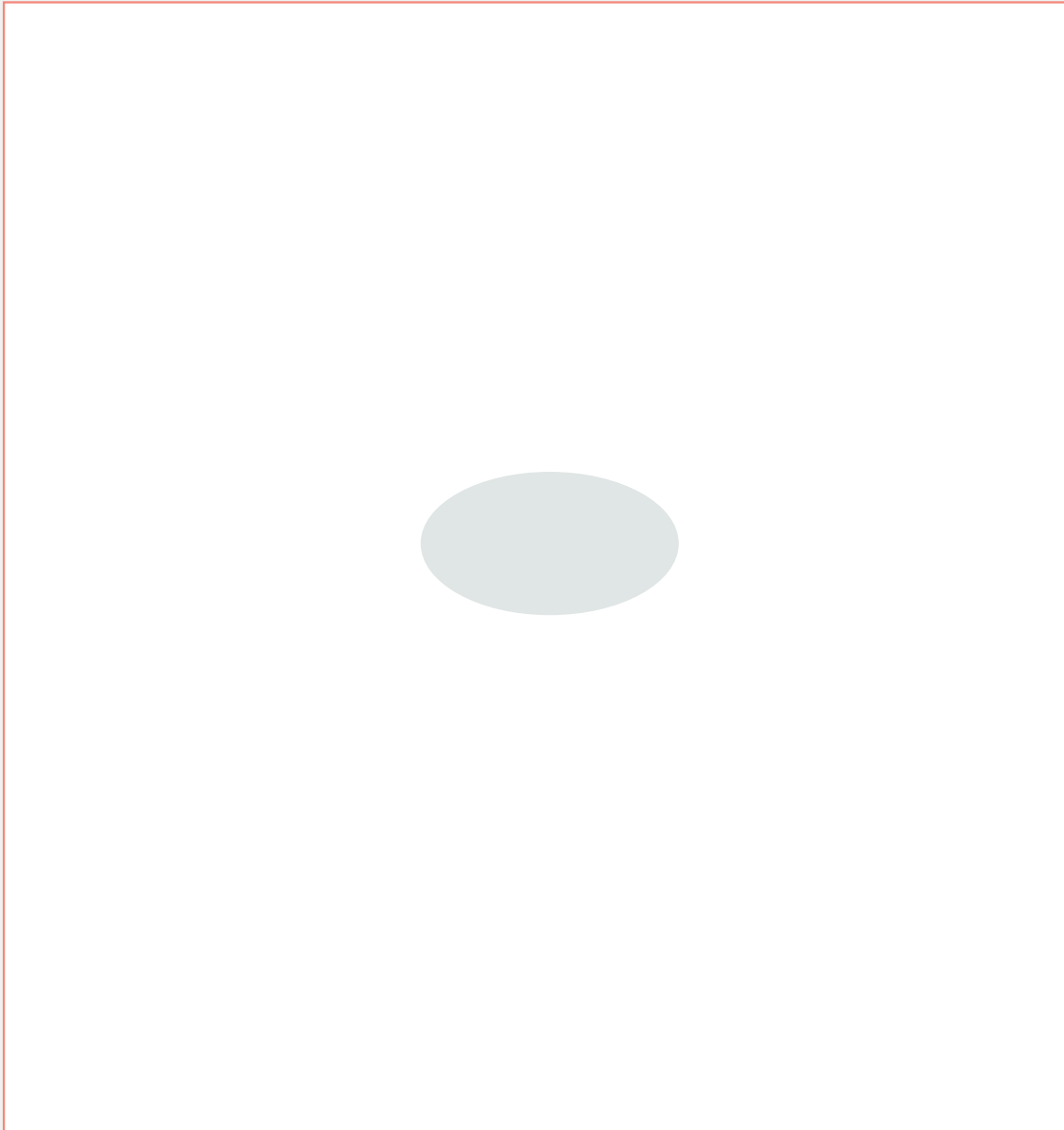
- a) Understand what you do (this is especially important if your brand name has no relevance to how you help your customers), or
- b) Trigger a (hopefully positive!) memory of a previous experience with your brand.

For example: Nike - Just Do It. It's concise and memorable due to its simplicity. It's a call to action to make their audience want to, well, just do it! It reminds customers how they felt when they achieved their best time on a run or found mindfulness when jogging.

Look through all the internal branding worksheets (DAY 1-18) you've completed to date and pick out key words and phrases. Once you have a list, create a mindmap for each key word, placing the word at the centre of a blank page and branch out from there with any relevant words and synonyms which spring to mind. Use www.powerthesaurus.org to help you out!

Key WORDS and PHRASES

Mindmap



Once you have your final shortlist of keywords, develop short sentences that capture your brand message and position in your niche. Use the key phrases you picked out earlier then tweak, simplify and add in key words until your tagline is;

So clear your message comes through.

Catchy - your tagline should roll off the tongue with ease.

As short as possible and if you can, be clever.

Final TAGLINE

