

BUSINESS TAGLINE WORKSHEET

A Step-by-Step Worksheet to Help You Make Your Brand More Memorable



Congratulations on starting your Business Tagline Worksheet!

By following these steps, you're ready to create a kickass business tagline!

Remember, your business tagline needs to be:

- Memorable for your target audience and current customers.
- Concise and easily digestible, yet comprehensive.
- Aligned with your brand voice and your company mission.

Keep this in mind as you go through each step.



Step 1: Create Your Ideal Audience

The best place to start is by defining who you're trying to attract with this business tagline. Gather your buyer personas, market research, and other important information about who your ideal customer is and write out this section.

- What are their main pain points?
- What's their emotional reaction to having these pain points?
- What do they look for while they're searching for solutions?

Bonus Tip: Learn more about your ideal audience directly from the source by using social monitoring tools. This helps you gather data to ensure you use the right language and tone that your audience prefers.





Step 1 Worksheet: Ideal Customer Profile

Based on your market research, fill in your ideal customer profile below.

Industry: What industries do your ideal customers work in?

Company Size: What size company do they work for?

Location: What geographic areas do they ideally live in?

Budget: Ideally, what budget do they have for your solution?

Pain Points: What are their biggest challenges?

Goals: What goals are they hoping to accomplish?

Objections: What are their biggest objections to a sale?

Step 2: List Keywords Aligned With Your Business

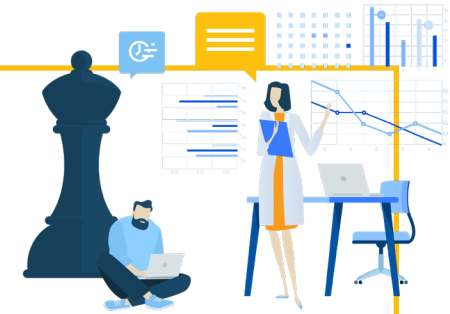
You're going to need to communicate exactly what your company does in as few words as possible. This is why you should build a list of keywords and phrases now. By listing them out, you can organize them into related groups, then brainstorm phrases that effectively incorporate them.

Bonus Tip: Host a brainstorming session with your team and write out these keywords and phrases on sticky notes or on a whiteboard. You can visually group them, making the semantic relationships clear.

Here are a few questions to help you start brainstorming words and phrases for your list:

- What sparked inspiration that led to your company being founded?
- What problems do you solve?
- How do you provide solutions for your customers?
- What are your company's main goals?
- What can customers expect when they purchase from you?
- What are the main benefits customers enjoy when using your products or services?





Step 2 Worksheet: Industry Keyword List

Based on your keyword and industry research, fill in your top keywords below.

Primary Keywords: What are the most common keywords that represent your company and industry?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Secondary Keywords/Phrases: What are other keywords that relate to your company and industry?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Step 3: Spy on Your Competitors

Standing out is so important, especially for crowded industries. If your tagline is a shrug, nobody will remember you or even notice you within your industry.

Plus, by conducting a competitor analysis, you're ensuring that you don't copy another organization or make a tagline that is too similar.

Bonus Tip: Stay in the loop by using [competitor analysis tools](#). These tools deliver key insights on your biggest threats to show you opportunities to gain an advantage on them.

Create your competitor tagline database to get a bird's eye view of your industry. Start by researching 5-10 competitors. Add more if you're in a bigger industry.





Step 3 Worksheet: Competitor Analysis

Dig into your top competitors a little and fill out this competitor tagline analysis to get a better idea of how you can stand out amongst them.

Company Name	Company Website	Company Tagline	Notes

Step 4: Write a List of Your Favorite Taglines

Now, you're ready to create a list of rough draft taglines. Host a brainstorming session and get your whole team on board to create and share taglines.

Then, conduct an internal vote to nominate the top 3-5 options. With this list, identify ways to potentially improve upon them and trim them down.

Bonus Tip: Suffering with writer's block? Encourage your team to use tagline generators to automate tagline creation. These tools leave you with tons of options to evaluate and tweak.



Step 4 Worksheet: Tagline Creation

Jot down all your tagline ideas during your brainstorming session. After a while, go back and circle/highlight your top 3-5.

1.

2.

3.

4.

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19.

20.



Step 5: Run a Test Drive

Ask your designers to create mockups of digital assets where your tagline would appear, like your website homepage and social media accounts.

This helps you visualize what each option would look like and paint a better picture to make decision making easier.

Bonus Tip: Consider conducting customer surveys with your existing customers to solicit feedback on your final tagline choices. Their perspective holds a lot of value, and they can shed some light on areas your team may have overlooked.

Finally, your team can all vote and agree on their favorite tagline. Distribute an internal survey with the final options listed, alongside designed mockups. This vote will dictate what tagline is the best representation of your company.



Step 5 Worksheet: Post-Test Analysis

Run a survey around your office or ask your customers what they think. Check off which tagline they voted for as their favorite and calculate the total.



Voter's Name	#1	#2	#3	#4	#5

Start Using Your Tagline

There you have it! You finally have a business tagline that perfectly encapsulates your brand's identity, your company's mission, and what your customers love most about you.

Add your tagline across multiple channels to ensure consistency. And with consistency and visibility comes awareness.

