



## Creating your tagline

Here are 9 things to remember when creating your tagline

### 1. Don't use clichés or jargon

It is tempting to use language of the moment – fashionable words and phrases. DON'T. Solutions, innovation and unique are probably the most common words in a company tagline. Avoid all three they are overused, bland and meaningless.

### 2. Don't try to imitate someone else's tagline

Avoid 'me too' taglines and slogans. Remember the whole purpose of your tagline is to set you apart and sum up what's different about your brand and how it will benefit the customer and make a difference to them.

### 3. Don't be too literal

It's a fact that taglines that use hyperbole,

### 4. Don't be bland

If your tagline sounds generic and boring it will be ignored, it will be invisible. It must inspire and connect on an emotional level.

### 5. Don't make it all about you

Your tagline should not be just about you so avoid sounding self-serving and self-congratulating.

### 6. Don't use negatives

Be positive and upbeat. Your tagline does not need to be funny but it does need to be inspiring and reflect the brands personality and tone. It is true that some of the best taglines do have an element of humour in them but only if it is appropriate.



**7. Don't waffle**

Keep it tight, succinct and simple. Less is definitely more.

**8. Don't use it without checking no one else has the same one**

Always make sure you have done some Google checking before you launch it to the world. Is the one you have created already in use by another business? Does it have a "TM" (trademark) after it? Also it's a good idea to check whether you can also get the domain name for it.

**9. Don't start with a lie**

As in life the worst thing you can do is start a relationship with a lie. Be honest and transparent.