

Tag line worksheet:

Infuse a soul to your business description



Hello! This worksheet will guide you on the journey of writing a tag line that showcases the heart and soul of your business, and will engage customers because they will identify with it and what you can do for them.

Step 1:



Why are you in business? Think deep of what is it that made you create your business? What is your foundation? What was **your dream to achieve** with the products and services you provide?

What are the **cultural values** of your customers? Is it time? Is it relationships? Is it power? What makes them tick? What keeps them up at night?

What are **your values**? What is **your promise**? What is **your solution**?

Inspire yourself:

*“You can’t sell it outside
if you can’t sell it inside”*

Stan Slap

Step 2:



Free write words to identify your business and **create a feeling**. Look for common themes or **keywords** that relate to your business and your customers' needs and wants.

Awesome tip:

Use the thesaurus (or Google!) to search for synonyms that sound simpler or just better

Step 3:



Play! Write a **3- 8 word** powerful phrase that identifies your purpose, your culture, your promise and your brand.

Awesome tip:

*Play with your words until
you reach an Aha! moment;
that instant when you know
that is the distilled concept
of your business*

Step 4:



Review your tag line: an exceptional one should be:

- **Short and sweet**, creating an **instant impact**.
- Speak directly of **benefits**.
- Communicate clearly to the customers' **needs and culture**.
- **Engrain the message in the customers' mind and heart**.

Last awesome tip:

*Enjoy and have fun with
**this exercise...it is
totally worth it!***

If you need help with your tag line or beyond, visit our web page at:

www.rblanguageconsulting.com

Translations ! Localization ! Copywriting ! Latam Business Consultancy

“CONNECTING BUSINESS CULTURES ACROSS THE AMERICAS”