



Attracting Business With a Terrific Tag Line

Having a tag line or a slogan can take a ho-hum business and turn it into a household name. Who doesn't know that Wheaties is the "breakfast of champions" or that Maxwell House coffee is "good to the last drop?" These are slogans that easily roll off the tongues of many consumers and they have captured plenty of business for these giant companies.

While your company may be on a smaller scale than a major brand name, establishing a memorable experience for the public can help propel you to the forefront of your niche by putting you in the forefront of consumers' minds. Your tag line, or slogan, or strap line, or whatever you would like to refer to it as, should essentially identify your business by including three essential features:

1. Company mission
2. Company promise
3. Company brand

Focusing on one of these features without including the others is a mistake many business owners make. It is important to include information about what the product or service can offer to customers, while helping to show customers what it actually is, as well. And, you really have to capture all of these elements using only a few words.

Here's how to create a fabulous tag line for your company, one that sticks with customers and makes them think of you first!





Identify Your True Mission

When it comes to marketing your business on the Internet, it is important to remember that good marketing is more clear than clever.

Try to develop a tag line for your website that will immediately get the attention of your visitors and compel them to check out what you have to offer. This means that you have to somehow include the purpose of your product or service.

Few people are going to write tag lines as successful as “breakfast of champions,” but you can certainly get a great tag line about your product or service, whether you offer handyman services, scrapbooking tips, personal coaching, specialty boots or any other type of product or service. Think of words that evoke thoughts related to your niche!

Get to the Point

Whatever it is that you are selling or offering, you need to identify what the benefits would be to your potential customers. For example, if you sell specialty boots, then what sets them apart from other brands? Are they more comfortable? Made locally? Waterproof? Safer than other work boots? Warmer? What exactly is it that makes them desirable? Having a tag line that says “Best Boots Ever” is not very likely to compel anyone to stay, as this is too generic. But, if the benefits include a more comfortable work day for outdoor employees, or more success for hunters and ice fisherman because these boots hold up better, then focus on this in your tag line and your entire site. Reminding visitors of the benefits of your product is critical to sales!

Better online business comes from better content on your site, including a great tag line.





Consider Your Branding Carefully

Now that you have identified your mission and the benefits of your product or service, it is time to consider your branding. Your brand should be consistent with your image and set you apart from the competition.

If you are marketing to an older crowd, then reflect this in the personality of your brand. Choose logos, fonts and colors accordingly. Are you aiming for a relaxing feel to your brand? Or are you looking for some shock value and to have a high energy image? Colors, sizes, fonts and designs all have a certain feel to them. Pick one that matches your product and your audience, and use the same themes throughout your site for consistency.

So, when you take your image and your benefits and combine them with your mission, you get a great tag line. If your product is great work boots, then maybe your tag line would be "Committed to Keeping You on Your Feet All Day Long."

Putting some thought and effort into a tag line that can really grab visitors is well worth it when you get loyal customers in return! Remember, be clear, catchy and real, and customers will appreciate this!

Fill In The Blanks

Helping _____ (your target market)
 (list the results they want) _____ so
 they can _____ (benefits your clients get from
 working with you).

Cheryl's is: Helping high level coaches attract more clients, and increase their incomes with strategic and leveraged marketing strategies so they can have more fun and freedom.

