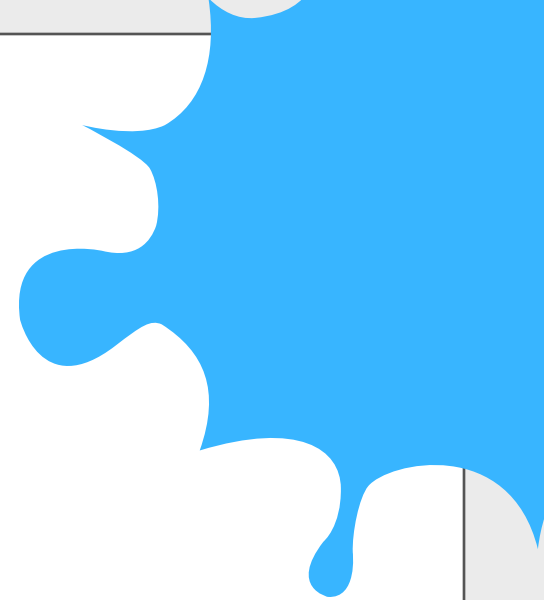
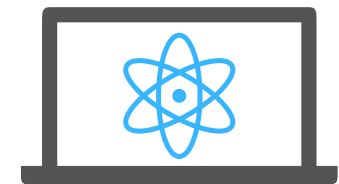


BUSINESS SLOGAN WORKSHEET



A Step-by-Step
Worksheet to Help You
Create a Memorable &
Unique Tagline



Part I - Brainstorming Keywords or Phrases

1. Brand Identity

What is your mission / purpose?

What are your core values?

What are your core values?

2. Product / Service

What do you offer?

Why is it needed?

What problems does it solve?

3. Benefits

Why should people buy it?

How will this product/service help?

4. Customers

Who are your ideal customers?

What problems are your customers trying to solve?

5. Competition

What differentiate you from the competition?

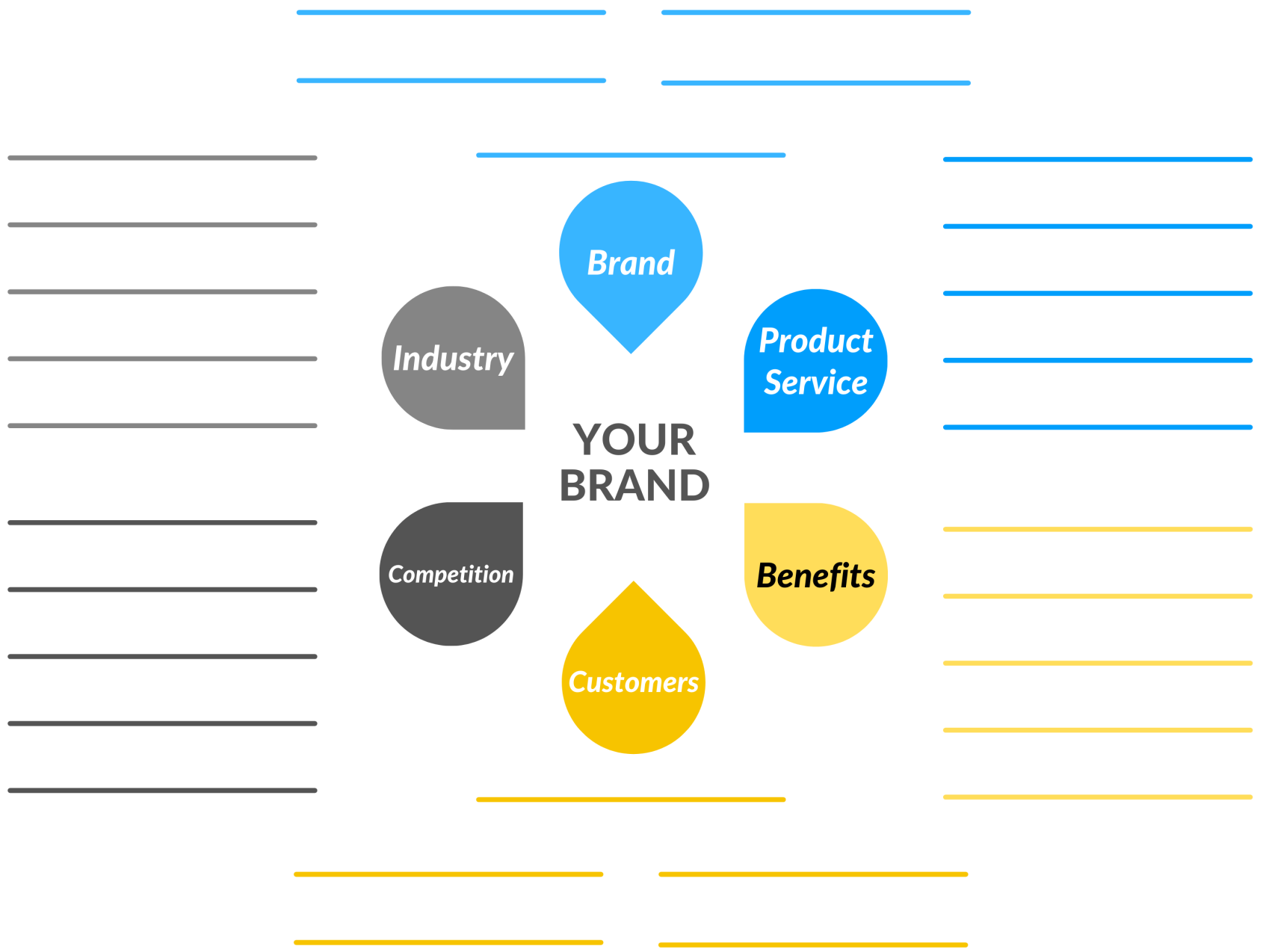
What are their slogans? Don't copy, just study them.

6. Industry

What characterizes the industry?

What is lacking in the industry?

Part II - Mind-Map



Part III - List of Slogan Ideas

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____

Are they?

- Memorable;
- Unique;
- Short & Simple;
- Timeless;
- Have good rhythm;
- Positive;
- Include Benefit;
- Fun / Humorous



Avoid

- Being cliché;
- Being boring;
- All about You;
- Using jargon;
- Copying others;
- Being unauthentic;
- Being too sarcastic;
- Too long or too short

