



How To Create A Tagline That's Memorable

When it comes to establishing your brand's purpose, an effective tagline is absolutely key. So, how do you know if your tagline is up to par? An effective tagline should be memorable. It should clearly, concisely, and fluently explain your brand's purpose — what you do, who you do it for, and how you do it. It gets your message out in a way that is both crystal clear and very powerful. The goal is to drive consumer action, to facilitate engagement and interaction between your target customer and your brand. To create the perfect tagline, be sure to keep the following points in mind.

Keep it simple.

"If you can't explain it simply, you don't understand it well enough," Albert Einstein famously proclaimed. Don't make readers guess about your brand. Lay everything out clearly and concisely, in language that is simple yet engaging and compelling. Avoid overly complex or highly technical language. After all, a tagline should be something that the average Joe can clearly make sense of.



Maintain a smooth flow.

If you're struggling to construct a coherent tagline for your brand, try out the XYZ format: I help X do Y so that Z. The X part of the statement refers to your ideal client. It explains whom, exactly, your brand helps or serves. The Y portion of the statement refers what your brand does, the result, outcome, or transformation your service or product provides, while the Z briefly details the specific benefit that this provides. XYZ statements are a great way to keep things simple and to the point. I help X (the client) Y (the problem they know they have, for Z (outcome)

Here are a few examples:

I help moms that are struggling to lose 20 pounds stick to their exercise routine and slim down to their pre-delivery weight.

I empower entrepreneurs to grow their side hustle so they can leave their soul sucking job and make even more money doing what they love.