



TAGLINE WORKSHEET

Essential Tagline Types

1. Descriptive

e.g. Ethical cat supplies

2. Benefit

e.g. Treat your cat, protect the planet

3. Evocative

e.g. Paws and purpose

Ideas

What do you offer?

e.g. Eco-friendly cat products

What makes you different?

e.g. Only stock sustainable products

What do customers love about you?

e.g. Long-lasting toys, tasty treats, ethical

How do you want people to feel?

e.g. Reassured

Formulas

Product with Benefit

e.g. Cat care with principles

Product for Audience

e.g. Ethical cat supplies for planet-loving people

The [Adjective] Way To [Do Something]

e.g. The conscious way to care for your cat

Call to Action

e.g. Treat your cat - and the environment

Contrast or Surprise

e.g. Spoil your cat, save the planet

Test and Choose

- Is it short and simple?
- Does it sound like you?
- Does it read smoothly?
- Is it clear?
- Does it prompt emotion?

Chosen Tagline