



# BUILDING AUTHENTIC BRANDS

## NAILING YOUR TAGLINE WORKSHEET

*"We cannot solve our problems  
with the same thinking we used  
when we created them."*

*~ Albert Einstein*

In this video and worksheet, I'm going to show you one of my very favorite techniques for playing with words ... specifically when it comes to developing names and taglines.

It starts out with a linear brainstorm; simply thinking of every possible word that describes your business in some way. It could be a feeling, an emotion, an audience, a state of mind, an offering, an industry term, a color. You name it.

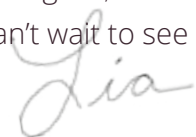
Then we take that linear list and add some dimension, by writing each of the words in a "bubble" on the page. Next, you'll look up each word and add other, related words in spokes coming off each bubble.

I'm a big fan of this method--called mind mapping--because it pops your brain out of its usual way of thinking and urges it to seek ties and connections you may not have seen if you'd stopped at the list. By the way, this is another technique you can apply outside of this particular exercise. I use mind mapping all the time for ideas, planning out video shoots, thinking through articles or courses, etc.

The next step may not feel like a step at all, but it is. Hang that mind map you've created on a wall where you'll see it often and let it go to work on your unconscious. Like I say in the video, you'll find that many words will recede to where you barely notice them, and others will begin to pop out and get stuck in your head. Still others will start join into phrases as time goes on.

Capture all of this.

Then start to chip away at developing your tagline, much as you chipped away at your elevator speech. I can't wait to see what you share in the comments below the video!






# BUILDING AUTHENTIC BRANDS

## STEP 1: MAKING YOUR LIST

*Start by jotting down all the words you can think of that describe your business in some way.*

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**BUILDING AUTHENTIC BRANDS**

**MIND MAP**

**STEP 2: MAKE BUBBLES**

*Now write each of the words from the previous page in a “bubble” in the space to the right (or on a larger sheet of paper).*

**STEP 3: ADD SPOKES**

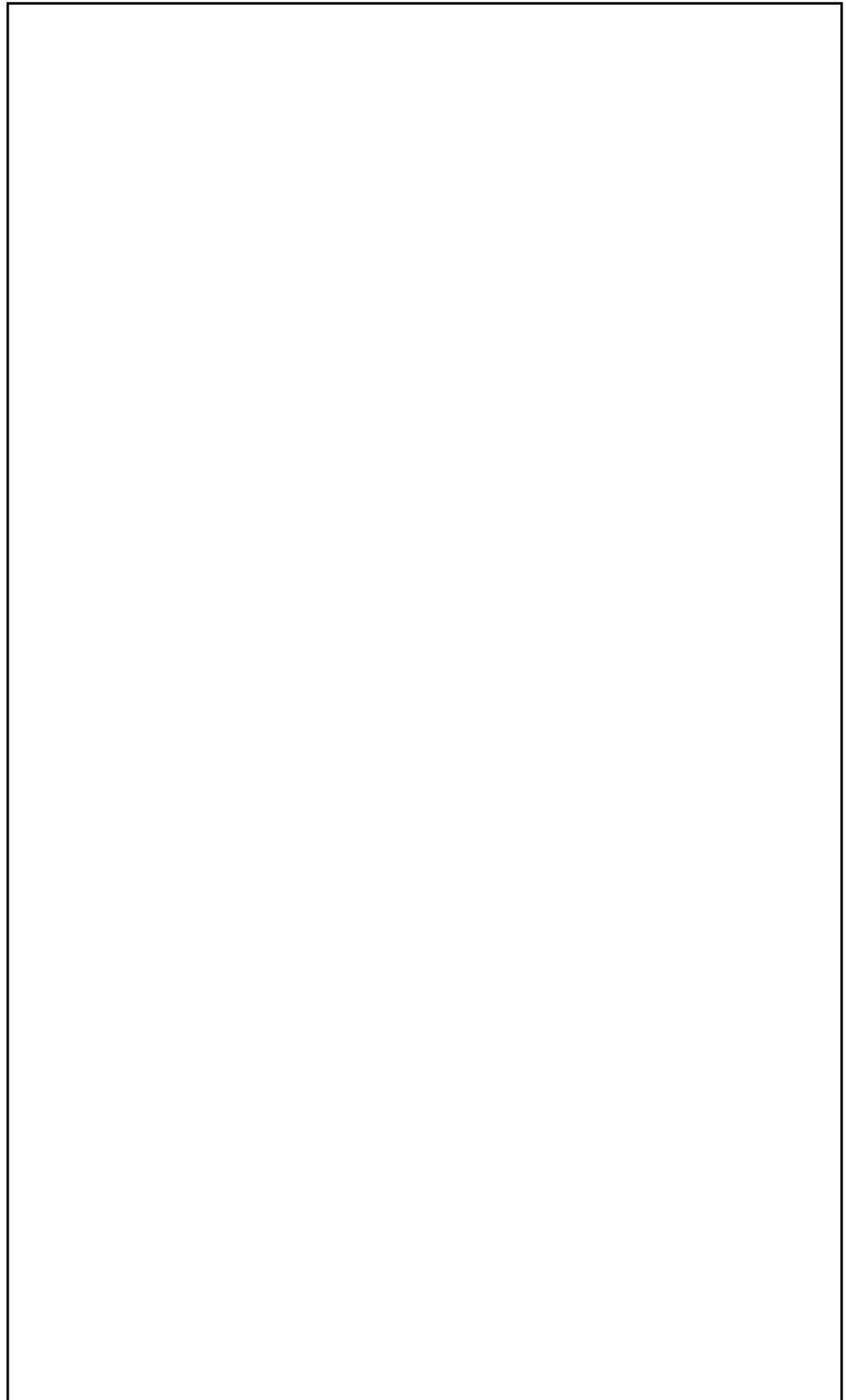
*Pull out a thesaurus and look up of your words. Write down any related words that resonate with you in spokes coming off of the original word’s bubble. Repeat with the rest of the words.*

**STEP 4: NOTICE WHAT STANDS OUT**

*Once you’ve got your bubbles and spokes, let your unconscious mind do some sorting of its own—and certainly tune into how certain words feel in terms of that “tuning” resonance.*

*Highlight or circle the words that get stuck in your head or make your heart flutter a bit. Capture phrases that start to take shape.*

*You’re welcome to take a first stab at this step immediately, but I also urge you to hang your mind map on a wall where you’ll see it often and come back to this step later.*



# BUILDING AUTHENTIC BRANDS



## WRITE YOUR TAGLINE

### STEP 1: GATHER

Write down any of the words that stood out and phrases that presented themselves here to the right.

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### STEP 2: DRAFT

Take a first stab at your tagline. Ideally, your tagline will tell (or, really, imply) what your company does while making a connection with, and lasting impression on, your audience.

FIRST DRAFT OF YOUR TAGLINE

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### STEP 3: TAKE IT OUT TO THE WORLD

Share your tagline and get feedback. Then move on to step 4 :-).

ANYTHING YOU'D LIKE TO CHANGE?

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### STEP 4: TWEAK & REPEAT

Creating your tagline--like your elevator speech--is another iterative process. Go ahead and take another crack at it after getting feedback on your first draft. Then repeat until you've hit that "perfect pitch."

SECOND DRAFT OF YOUR TAGLINE

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Congratulations! You've made it through the second video and have another awesome technique to use not just on your tagline, but with all your creative pursuits. Watch out for my next video, where I'll give you a detailed map of what it takes to bring your brand to life!