

The Brand Beneath

Your Vision Clarified Your Voice Magnified



THE TAGLINE TRUTH TEST



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THE TAGLINE TRUTH TEST

... Does your tagline deserve its place in your brand?

Successful taglines have certain key qualities about them – qualities that spark interest, press buttons, encourage action and connect with buying emotions such as:

Confidence Protection Inspiration Reassurance
Humour Calm Thrills Credibility Escapism

... and the more you have qualities like these shining out through your tagline – ones that are appropriate for your own brand - the more likely you are to attract clients effortlessly to you.

So, with this in mind, it's time to take

THE TAGLINE TRUTH TEST

Take your time to really think about each question before you answer – it will pay you dividends if you do. So, let's bite the bullet and see how your tagline measures up!

Go on ... no-one's watching!

**MY CURRENT TAGLINE (OR THE TAGLINE I THINK I'D USE)
IS:**

.....
.....



Now, on a SCALE of 1-10, with a score of '1' being:

"TERRIBLE! I'm embarrassed even to say it!"

and a score of '10' being:

"BRILLIANT! It couldn't be bettered!"

... How Do You Score Your Tagline Regarding The Following?

- 1. My tagline is a TRIGGER for my ideal client serving to link me as the solution to their problem ...**

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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- 2. My tagline builds RAPPORT with my client, & shows that I understand them ...**

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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3. My tagline is UNIQUE, imaginative and distinctly crafted using elements of creative wordplay to engage my prospective client ...

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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4. My tagline has Brand 'TINGLE' by connecting on an emotional level and even giving goose bumps! ...

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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5. My tagline is ASPIRATIONAL, linking with my client's dreams and goals and enabling them to visualise possibilities that will lead to their desired results ...

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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6. My tagline is GENUINE and delivers my brand promise with authenticity & integrity ...

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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7. My tagline is LUCID, succinct and appropriately clear and simple for my ideal client to understand ...

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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8. My tagline demonstrates INTELLIGENCE by being insightful and memorable, capturing the attention of my client's ears and heart ...

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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9. My tagline speaks to my NICHE audience through its positioning, message and meaning ...

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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10. My tagline ENERGISES my prospective client to move towards me wanting to find out more ...

TERRIBLE! BRILLIANT!

1	2	3	4	5	6	7	8	9	10
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So, now it's time to add up all your scores and place the answer here:

My TOTAL SCORE is.....%

Then divide your TOTAL SCORE by 10 and write the result in here:

My FINAL SCORE is..... out of 10

This FINAL SCORE out of 10 gives you an indication of how your tagline is (or would be) performing for you out in the marketplace.

CONGRATULATIONS if you scored 8 or more – you've nailed, or almost nailed the ideal TRU TAGLINE for you!

A FINAL SCORE of less than 8/10 suggests that your tagline may not be pressing all the buttons you'd like it to and this so could be an area in your business where improvements or new attention might well be advantageous.

Well done to you for taking THE TAGLINE TRUTH TEST!

... and the more you explore the reasons why you scored yourself the way you did, the more clarity you will get about what next steps to take, as you pinpoint your own TRU TAGLINE 😊

... And If You Would Like Help Exploring How YOUR Tagline Can Be Improved, Feel Free To Email Me At isabel@isabelgainford.com

To Discuss YOUR Tagline Positioning