

TAG, YOU'RE IT !

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**TAG, YOU'RE IT !**

**By Larry Johnson**

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Some call them "tag lines"; others refer to them as "catch lines" or "tie-in-slogans." Whatever the words used to refer to them, they are perhaps the most important part of your promotional writing.

Do you recognize any of these ? :

"Like a rock..."

"Fly the friendly skies..."

"It's the real thing !"

"Quality is job number one"

"The quicker-picker-upper"

Most of those tag lines are recognizable by us without even including the name of the company or product.

They summarize in a very few words the essence of the thing they are promoting. They communicate a good, positive feeling or relationship to the product. They do it with a simple, memorable phrase that is easily repeated.

The shorter the description is, the more challenging it is to write. Anyone can write a 500-word description of a product or service. Now try doing it with 5 to 10 words ! Each word you choose is very important to the message.

HERE ARE SOME TIPS for writing good taglines for your business offer.

## TAG, YOU'RE IT !

1) Start by noticing ads on billboards as you drive down the road. Billboard advertisers have but a couple of seconds to grab your attention and sell their product or service. Usually their copy is going to be a very good tagline with a picture of the product or service. These are great examples of how to write effective taglines.

2) Notice other media forms like magazine and newspaper display ads, business cards, brief radio and TV commercials. Observe the thing that caught your attention and makes the message easily remembered. It's usually a concise and well-written tagline.

3) Write down everything you can think of that relates to your business. You may even start with a narrative description in paragraph form.

4) Now, make a list of the top 25 or 30 things that are important and worth mentioning. Whittle that list down to 8 or 10 of the most important things you wish to say. Now eliminate repetition or things that are not really that necessary to your product or service. Get your list of words or phrases down to 3 or 4 central elements.

5) Based on your final core selection, make up some phrases that will serve as your taglines for consideration. Keep them short and use simple, everyday language.

Which of these taglines would you remember best ? :

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"Joe's auto repair shop, the lowest-prices and the best service"

OR

"Quality Care For Your Car !"

\*\*\*\*\*

"The Best Tax Service Anywhere Around The Town !"

OR

"Your Tax Experts At Work !"

\*\*\*\*\*

"Emergency ambulance service available 24-hours a day"

## TAG, YOU'RE IT !

OR

"When Minutes Count!"

\*\*\*\*\*

Well, you get the idea!

Do some test marketing with your final two or three best taglines. Discover the one that works best for you and incorporate it into all of your promotional messages.

Remember, like any of life's endeavors, experience and practice help to improve your skills level. If you want to be a good writer, write a lot !

Best of luck in your promotional efforts !

Larry Johnson, Author  
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Larry Johnson is a webmaster and publisher with several years online experience. His background is in education, radio and TV production. He is nationally published in Home Business Magazine. Each week he publishes the Biz Site Biz Ezine which is now in it's fourth year of publication.

### **Choosing Dog Tags for Your Canine**

**By Keith Londrie**

Remember when you first met your dog? He was fresh and new, and you were just getting to know

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each other. You went through training together, perhaps even ate together. With time, you and your dog became very close - even closer than you are to a lot of people you know. Your dog is special to you. He might be your best friend, a rascally mischief-maker, or just an accessory to your lifestyle. He depends on you for feeding, play, and discipline. You depend on him for companionship, a connection with the animal world, or household security and protection. For these reasons and more, you should protect your dog from harm, and yourself from loss, by getting him a dog tag.

Dog tags hang on your dog's collar and provide all the necessary information for calling your dog, contacting you as the owner, and alerting people to your dog's dietary restrictions. Some dog tags also include vaccination information, such as when your dog last received shots, and some municipalities even require this.

Once you've settled on what information to put on your dog's tag, it's time to pick out a tag that suits your style and needs. If you're just looking to tag your dog with basic information, a plain plastic tag will do. But if you want to add a personal touch, consider getting your dog a silver, jewel, gold, or diamond dog tag. Yes, they do exist. You can even have your dog tag customized and shaped exactly the way you want. Some dog tag manufacturers can even laser-etch a photograph onto the tag - perhaps a picture of you and your beloved pet.

Dog tags can range in price from free or just a few dollars, to diamond dog tags in excess of \$7,500. Whatever your taste, there is a dog tag for your furry friend.

Keith Londrie II is experienced with all kinds of animals. He has put up an informative web site at

<http://about-animals.info/>

Please feel free to drop by the web site to learn more about Dogs and other animals.

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