



Your tagline is probably vague and almost meaningless. We are going to harness the power of AI to help you generate a tagline that encompasses your brand's identity and will help people know who you are and what you are good at. This is a brainstorming tool and does not substitute for professional advice.

Company Name: _____

Website: _____

1. What is the mission or core purpose of your business?

2. What do you aim to achieve for your clients?

3. What core value drives your company (ex. innovation, integrity, creativity)?

4. Who is your ideal customer?

5. What are their main pain points, needs, challenges of your ideal customer?

6. What is unique about how you satisfy their need that is different from your competition?

7. Do you have a unique specialization in your niche?

8. Do you have unique or proprietary methods? If yes, what?

9. What do you receive compliments from your customers about most?

10. How would you describe your brand personality (professional, friendly, innovative, bold)?

11. How does your personal reputation, expertise, or philosophy influence your brand?

12. Who are your top 2 main competitors?

13. What are their taglines?

14. What do you like or dislike about their taglines?

Copy and Paste into ChatGPT: Carefully read the entire completed form, focusing on understanding the core mission, values, target audience, unique selling propositions, and the personal branding elements provided by the client. Consider how these elements intertwine to form a cohesive narrative. Then, generate customized tagline options that encapsulate the essence of the client's business, resonate with their target audience, and differentiate them from competitors. Each suggested tagline should reflect the client's brand personality and strategic goals, ensuring it speaks directly to their ideal customer and emphasizes their unique approach to the market.