



## Incredible Factor Tagline and 30 second Commercial Worksheet

Creating Your Power Statements to Attract Ideal Clients has never been easier!

**Tagline Statement:** This statement becomes your company tagline. It includes a power verb and a statement that helps a prospect understand what you do in a quick shot. A Tagline should be less than 7 words and is displayed on your marketing materials:

[Action Verb] [audience of one] to [ultimate goal or transformation OR problem]

What power verb best describes the action you take to help your clients solve their problem?

Who is your product or service for? Your audience of one. Including a Label in your tagline makes it easy for others to self-select.

You choose: the problem you solve or the solution you provide. Either will work, I recommend focusing on the problem.

**30 Second Commercial:** This statement is used at networking events when you stand up to deliver your 30 second commercial or when you have more than 8 seconds to introduce yourself. This statement, due to the fact that it is a little longer allows you to provide much more in detail information so that they person you are sharing with can take action upon hearing you share. Here's the formula:

I work with (insert ideal client) \_\_\_\_\_

Who struggle with (insert their problem) \_\_\_\_\_

And want to (insert results/solutions they're looking for) \_\_\_\_\_

I'm different from others in my industry because (insert USP) \_\_\_\_\_

I'm working with me, my clients get (insert motivators you offer) \_\_\_\_\_

Give clear call to action WHEN THINKING OF HOW TO REACH YOUR IDEAL CLIENT THINK OF RESULTS NOT STEPS...



**Power Verbs to use when creating your tagline:**

• Empowering	• Strengthening	• Specializing
• Equipping	• Creating	• Unleashing
• Leveraging	• Performing	• Discovering
• Helping	• Assisting	• Driving
• Improving	• Aligning	• Strategizing
• Accelerating	• Converting	• Uncovering
• Shifting	• Encouraging	• Generating
• Taking	• Identifying	• Developing
• Sharing	• Releasing	• Up-leveling
• Educating	• Uplifting	• Cracking

**Examples:**

- Driving results for [audience of one] so they [goal or ultimate outcome]
- Shifting your bottom line for record growth in record time
- Equipping leaders with skills, strategies and solutions
- Creating healthy breakthroughs for today's busy woman
- Cracking the code on small business success for today's entrepreneur