



How to Write a Compelling Headline & Tagline for Your Brand

for the purposeful entrepreneur



Hey, I'm Hanna-Mari

I'm so happy you've downloaded this guide!

In it, you'll find exactly how to craft your brand's most compelling headline & tagline. You know...the ones you can add to your website, your social media bio and that also act as your 5-second pitch when anyone asks you what you do.

Ready?

Let's get to it!

What's a headline?

A headline is your punchy client success statement. It's painting a picture of your client's happy future in one sentence.

Here's how to do it

First, you need to understand what this success is for your clients.

Answer the following questions:

- 1.As it relates to your business, what does your client desire most?
- 2.What does a day in the life of your client look like once they have overcome whatever challenge it is you help them overcome?
- 3.If their worst fear didn't come true, what would that mean for them?

Now try to spot any patterns in your writing.

Underline specific words and phrases that seem to resonate the most.

Try to see if you can spot a phrase or a sentence that captures your customer's deepest desires.

Headline examples

There's nothing better than learning from others when it comes to crafting your headline. Here are some examples.

I have highlighted the specific success statements in each example.

You get to decide what divorce means for your family

- a divorce counsellor whose clients fear that their life is doomed and their kids will suffer after the divorce. They fear there's only one way to do divorce means doom.

Your sustained mental resilience starts here

- an anxiety coach whose clients are afraid of their next anxiety attack and would love to ride the wave of their emotions rather than feel like they're drowning in fear.

Ready to sleep through the night again?

- a pair of sleep experts who work with people of all ages on their sleep issues. Their clients are so ready to sleep through the night!

Headline tips



Bonus tip #1: if you're having a hard time with the success statements, try flipping your clients' fears.

Example: you're a financial advisor whose clients are afraid of finances -> Finances, but funnier



Bonus tip #2: As long as the message is clear, don't be afraid to show your authentic voice!

What's a tagline?

A tagline is where you explain who you're for, what you do and how will that help your clients achieve success.

First, know whom you help and how

Writing a good tagline requires that you know a little bit more about your customer and are clear about how you will help them get results.

If you haven't done your ideal customer avatar (ICA) work before, there are 7 questions on the next pages you should be able to answer before crafting your tagline.

Get clear on your customer & your offer

Answer the questions below as best as you can right now. Don't worry if you either don't know everything yet or aren't sure. Your Ideal Customer Avatar will likely change over time anyway, so simply start with a hunch and adjust it as you get to know more about your real ideal clients.

1. Who is your ideal customer or target audience?

What demographics (age, gender, location, income) do they belong to?

What are their interests, hobbies, or passions?

2. What are their pain points or challenges?

a. What problems are they trying to solve?

b. What frustrations or obstacles do they face?

3. What are their goals and aspirations?

a. What are their desires and dreams?

b. What do they want to achieve or improve in their lives?

Get clear on your customer & your offer

4. **How does your product specifically help them?**

- a. What solutions or benefits does your offering provide them with?
- b. In what ways does your product/service address their pain points or fulfil their desires?

5. **What sets your business apart from competitors in the eyes of your customers?**

- a. What unique value or advantage do you offer?
- b. How do you differentiate yourself from similar businesses?

6. **How does your customer speak and communicate?**

- a. What language, tone, and style resonates with them?
- b. What phrases or words do they use to describe their needs or desires as it relates to your brand?

7. **What outcomes or transformations does your product/service bring about?**

- a. How does using your product/service change their situation or improve their lives?
- b. What tangible results or benefits do they experience?

Crafting a tagline

Now, you'll probably be happy to know that **there's a formula** for putting together the tagline!

And the formula is this:

I help [my ideal client] do/achieve/get
[what you help them do] so that [your
client's success].

Here's how to do it

Look at your answers above and pick out:

1. Here's **who** I help
2. Here's **how** I help them
3. Here's **what they'll have** once I've helped them

It should look a little something like this:

I help busy parents plan their family's whole week's meals in one afternoon, so that they can go back to doing what really matters.

Crafting a tagline



Bonus tip

Use descriptive words to narrow down your ideal client in your tagline, rather than long explanations. You don't have a lot of space and you want to be on point.

So instead of saying 'I help parents who are struggling with their child's sleep' try to find a word or a few that encompass all of it.

For example:

*'I help sleep-deprived parents' or
'I help parents of young kids'*

You'll answer any questions about whether you can help them with their particular challenge, once they get to the rest of the tagline.

For example:

'I help sleep-deprived parents get their baby to sleep through the night so that they can start to feel like themselves again.'

Tagline examples

Let's go back to the examples above and see how the headline works with the tagline.

You get to decide what divorce means for your family

I help divorcing couples figure out life in two households, find ease in co-parenting and make sure their kids are all right

This one is my client Julia's. Notice how I weaved the 'how' and the success into each statement in the tagline? You can do that, too! Now that you know the rules, have fun with them.

Your sustained mental resilience starts here

I help anxious and overwhelmed empaths build the mental resilience they need to build the life they truly want to live.

Ready to sleep through the night again?

We teach sleep-deprived parents the gentlest and most effective methods that lead to your baby sleeping through the night.



Need guidance?

Starting with your **unique voice and values**, I'll help you figure out:

- who your ideal client is,
- what your products and services can offer them, and
- how to craft a brand narrative that truly compels and converts.

Let's start with a free no-strings-attached call where we'll get to know each other and I'll also conduct a quick **brand narrative audit**.

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