How to Create Your Tagline

I’ll just come right out and say it: Until you’ve done the heavy lifting of choosing your niche and content topics, most health professional sites shouldn’t even attempt coming up with a tagline.

And another bit of honesty: Taglines don’t do as much for you as they used to do. Back in the old days, where companies relied more on print and traditional media (TV and radio), the tagline was fairly important to establishing a brand. All you had to go on was a logo and company name. The advertisers had to find a way to quickly telegraph the differentiation of that brand in a half-page of print or 15-second radio or TV spot.

Today—online—you do much more to telegraph your value with your main content topics, post titles, and primary navigation links.

That said, a great tagline can add value to the initial Z-Pattern scan—just as much as a poor tagline can add friction to that new visitor scan. So if you do use a tagline, it is still important to make it a good one.

YOUR TAGLINE SERVES THE SAME OBJECTIVES AS YOUR DOMAIN NAME

Remember our Z-Pattern and how your site visitors typically interact with your content-rich site?

- They’ll begin in the upper left with your photo (“Okay. I see that this site is written by a human, not a faceless corporation.”);
- Then proceed to your domain name and/or tagline (“All right, now I have a sense of what they’re all about.”);
- And then scan past your Navigation main content topics (“Great! It looks like he/she will cover the answers to my questions.”)

But a tagline alone is not enough.

Imagine that a new visitor looking for help arrives and the first and only thing they see is this tagline (which I pulled from an actual practitioner site): “Your Path to Health.” If there are no images of you, and the top navigation elements don’t add any context to this vague, meaningless statement, then your poor site visitor is left to make a decision about sticking around based solely on this tagline. What do you think they’ll do? That’s right—they’ll click away.

Getting it right—especially at first—is critical. In fact, I maintain that it’s better to have no tagline at all than a tagline that does nothing for you.
The Three Levels of Tagline

The reason so many of us get the tagline wrong is that we look at the big guys, the big brands or superstar coaches or gurus out there, and we see their aspirational, inspiring (or sometimes, nonsensical) taglines and think that’s how we should do it, too.

Nike can get away with a meaningless tagline like “Just Do It” because they’ve poured millions of dollars into establishing the meaning of that tagline. You don’t have that luxury.

So your tagline has to be very descriptive—it has to quickly tell folks exactly what you can do for them.

Remember our four phases of the health coach website? Well, there’s a similar path to choosing and using a tagline, and of course we’ll call it the Three Levels of Tagline.

LEVEL ONE TAGLINE: NEW PRACTICE OR PRACTICE-FOCUSED SITE

Level One Tagline Objective: Descriptive of your services

You’re just starting out with your practice, you have a 100 percent Phase One client-attraction site, and your tagline should reflect how you can help your clients.

Example: For an RD just starting out, her tagline might be as simple and direct as “Get help with a healthier diet.”

LEVEL TWO TAGLINE: READER SITE WITH A GOOD-SIZED AUDIENCE

Level Two Tagline Objective: Descriptive of your content’s benefits

Example: Wellness Mama – “Simple answers for healthier families”

I’m not saying this is a really great tagline, but it works well in conjunction with her domain name. You immediately know her content is for moms, and what does she help moms with? Simple answers for healthier families. Simple, clean.

Example: Bulletproof Executive – The State of High Performance

Another average tagline that worked well because it was paired with a great, audience-focused domain name (and in fact, a great tagline is an extension of the brand name). What does Dave Asprey’s content provide for executives? What they most want: a state of high performance. (Of course, with all that coffee he’s selling, he has moved past this branding now.)
**Example:** Isabella Wentz – she started out with a niche so specific that her tagline was also her URL: the **ThyroidPharmacist.com**—now that’s clarity and simplicity, all in one. (Plus, she has since moved on to more of a Phase Four celebrity site.)

**LEVEL THREE TAGLINE: CELEBRITY**
When you’re a superstar, your tagline doesn’t have to do as much heavy lifting. It can certainly be descriptive, but bigger brands often go the aspirational/inspirational route (like “Just Do It”), because it’s easier and they can afford to back those taglines up with dollars.

Here’s one example of a blogging superstar who’s using a great descriptive tagline.

**Example:** Pioneer Woman

Ree Drummond has perfected the persona brand. After best-selling cookbooks, a hit TV show and now a Walmart sponsorship, Ree and her “simple country cookin’ blog” has hit the big time.

Her tagline remains as descriptive of her brand and tongue-in-cheek irreverent as always:

Tagline: *Plowing through life in the country – one calf nut at a time.*

**The Tagline Distillation Process**
Let’s say you’re working with this core niche message:

*I help women over 30 with fertility challenges to conceive naturally by restoring their nutrient balance and proper intestinal flora.*

Distill that core message down further:

*I help women with fertility challenges conceive naturally.*

Distill it down even further:

*I help you get pregnant naturally.*

That’s a very precise, benefit-driven, and descriptive tagline for a Phase One site.

Clearly, you have to begin by doing some of the niche work, so if you haven’t done that yet, go back and fill out those worksheets. It won’t only help you with your tagline, but your domain name and your content, as well.
ASSIGNMENT

If you’ve done your niche homework and are working with a Core Niche Message statement of your own, and have done your domain name distillation process, do the distillation process for your tagline.