To help you create a memorable motto for your business, here are seven tips to get your creative juices flowing:

**1. Keep it short and simple**

If Las Vegas had tried to use “Whatever you do while you’re in Las Vegas, Stays in Las Vegas” instead of “What Happens Here, Stays Here” it might never have caught on as one of the most popular slogans of all time. Keep your slogan under 9 or 10 words.

**2. Be consistent**

Consistent branding is key whether you’re a small business or a household name. Make sure your slogan complements your existing logo, company name and projected image. For example, with [Pro Carpet Care’s](http://www.procarpetcare.biz/the-greener-cleaner/) slogan, “Your Greener Cleaner” they streamline their earth-friendly branding with a leaf logo. The [color green](https://www.verticalresponse.com/blog/psychology-of-color-marketing/) is used in their website design and marketing materials.

**3. Focus on what makes you different**

Figure out what your unique selling proposition is and use it. Is your delivery business done with a fleet of electric cars? Does your dental practice cater to those with high anxiety? Crossoak Family Dentistry uses the slogan “[We cater to cowards](http://www.dentistry4cowards.com/how-we-cater-to-cowards.html)” with a big chicken on its website. Incorporate what makes you special into your slogan if possible.

**4. Make it timeless**

Verizon had a good run with, “Can you hear me now?” but it was only a matter of time before technology made all cell phone calls clear. You have to change with the times, but when you’re working on a slogan you want to think of its longevity. References to technology or phrases like “the only” are risky. Choose wording that can stand the test of time.

**5. Ensure it can stand-alone**

Lumberjack’s Restaurant’s “[Where the BIG BOYS eat!](http://www.lumberjacksrestaurant.com/)” tell you about the target persona that you can probably figure out the business with no other hints. You want a slogan that tells your audience what your business is without any additional information.

**6. Consider your target market**

You’ll also need to consider if your customers are local, national or international. While some locals get Philadelphia’s new slogan, “PHL: Here for the Making,” it may have left tourists scratching their heads. The phased-out Wendy’s slogan, “It’s better here” sounds better suited to a “shop local” campaign than a national fast food chain. Make sure your slogan is clear to your target market.

If you sell to other countries, keep in mind that translating your slogan to another language can significantly change the meaning. When KFC launched in China, their “finger lickin’ good” slogan translated to the unfortunately less appetizing, “eat your fingers off.”

**7. Get input**

Being creative is a tough job, but there are ways to avoid going it alone. Use Facebook’s poll feature to get opinions from your followers. Use Twitter to host a slogan contest with a designated hashtag to track entries. Or consider some free tagline generators, like Sloganizer.net, Procato.com or SloganGenerator.co, to get your brain warmed up.

Additional tips and information can be found at:

<http://www.dvm360.com/vetcetera-get-point-with-practice-motto>

<https://www.verticalresponse.com/blog/7-tips-to-creating-a-memorable-slogan/>

<https://bizfluent.com/how-10070083-make-motto.html>