### Play #8 Exercise: Writing Your Tagline

Using the information in this Play, do the following.

1. Review your Unique Selling Proposition and decide if it can also be used as your Tagline.
2. If not, how can your USP be shortened or edited to become your Tagline?
3. Write your Tagline. Is it descriptive or abstract? (Remember that abstract Taglines require more time and money for marketing.)
4. Have employees, friends, and business associates review your Tagline and USP. Record their names and feedback.
5. Use the input you gathered from Play #4 Exercise to edit the Tagline. (Note that after receiving feedback, you may decide that your USP will suffice as your Tagline.)