Talking Logo

Like a traditional printed logo, a talking logo is a tool that allows your firm to verbally communicate the single greatest benefit of doing business with your firm. A talking logo is a short statement that quickly communicates your firm's position and forces the listener to want to know more.

Company Name

Date

Description of the Process

Your **Talking Logo** is created in two distinct parts.

PART 1	PART 2
1 Addresses your target market	2 Zeroes in on a problem, frustration or want that market has.

You *know* you have a great talking logo when a person hears you deliver it and immediately says, *"Really, how do you do that?"*

What Do You Do For A Living?

PATTERN

Action verb, *(I show, I teach, I help)*
target market, *(business owners, homeowners, teachers, divorced women, Fortune 500 companies)*
how to xxxx = *solve a problem, get a result or meet a need.*

How Do You Do That?

MAKE YOUR LOGO POWERFUL

In order to make your Talking Logo truly powerful you'll need to have a complimentary statement that tells them just how you deliver on your promise when the listener inevitably asks to know more.

© 2012 Duct Tape Marketing