



# 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

## WHAT DO YOU DO FOR A LIVING?

Your Talking Logo is created in two distinct parts.

### PART 1

Addresses your target market

### PART 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?"*

## 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.**

## WHAT DO YOU DO FOR A LIVING?

## 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.

## How Do You Do THAT?