

Developing a Tagline for Your Church, Step 3: Team Brainstorm

With your new [two-word brand promise](#) in place, its time to engage a team brainstorm to list many, many, many and then many more tagline ideas.



The key here is, as you might have guessed, **quantity**. Most teams don't spend enough time creating a high quantity of ideas. Remember in brainstorming, no idea is a bad idea and half-baked ideas might lead to break-through ideas!

Now the key with this brainstorm is that you want to think, “**outside of the box, but inside of the brand promise.**” That is you want to list ideas that flow out of your particular promise.

For example, if you brand promise is authentic excitement you might list:

- Discover something real
- Experience something real
- No perfect people allowed
- Life so good, life so real
- Know genuine life
- Stop being bored
- Lighting up true life
- Lighting up real life
- Unreal community, real life
- True excitement
- Live actually
- Fellowship of excitement

If you don't have a list of 100 ideas you don't have enough ideas.

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