

## Need a Law Firm Tag Line? Try One of These.

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Describe your entire firm in just a few words. No generalities that apply to every other firm like “Our Business is Business,” or “When Success Matters.” No three one-word alliterative sentences, like “Excellence. Expertise. Energetic.” We’re talking about mini masterpieces like “Avis. We try harder.” Or “It’s not TV. It’s HBO.” Or “Melts in your mouth, not in your hand.”

Even “Snap, Crackle, and Pop.” was genius. Here’s our previous list of [“The Top 20 Law Firm Tag Lines.”](#)

Are you stuck for something that’s unique, that absolutely no other law firm is using?

Feel free to select from the list of tag lines below:

20% gratuity added to firms of 6 or more.

1994 nominees in Who’s Who in American Law.

2-for-1 on Tuesdays before 6.

90% Sweatshop Free.

Actual savings may vary.

All The Law, Half The Fat.

As seen on TV!

Best if used before 6/76.

Certified Dolphin-Safe!

If swallowed, induce vomiting.

We’re the cheesiest!

Made in Decatur.

Making Marketing Safe For Democracy!

More fun than opera — at half the price!

No interest or payments til 2007!

Nominated for 12 LMA Awards.

Now a Hit Broadway Show!

Now with fresh lemon scent.

Now with scrubbing bubbles.

Practice Limited to Serious Personal Injury Cases.

So comfortable, you'll hardly know we're there.

SPF: 25

Subject to Terms and Conditions on Reverse Side.

Today: In-firm appearance by Fabio!

Try Our New Chemical Peel.

[I'm not sure where I got some of these. Let me know if they're yours!]

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