



Update: LeTip slogans, taglines and more!

In addition to our logo, which provides visual identity, LeTip utilizes several corporate messages such as our tagline, slogan, creed, and guiding principle.

In 2024 LeTip introduced a new slogan:

The Power of Us!™

New LeTip Slogan

The Power of Us!™

LeTip Tagline

The Premier Professional Leads Organization™

The LeTip Guiding Principle

The LeTip Guiding Principle... to intentionally help one another prosper through mutually beneficial relationships, and thus create an economy that rewards everyone.

The LeTip Creed

LeTip is a professional organization of business professionals, dedicated to the highest standards of competence and service. Our purpose is the exchange of business Tips.

Members will, at all times, maintain the highest professional integrity. Each business category is represented by one member and conflicts of interest are disallowed.

The LeTip Creed is also our mission statement. It should be spoken in unison by all members at the beginning of every chapter meeting.

Q & A about our brand messages

The difference between a tagline and a slogan?

Taglines and slogans are different, and each plays a part in positioning a company.

A tagline, which usually follows a company name, is a long-term phrase. Slogans are usually short-term, attention-getting phrases used to beef up marketing campaigns, inspire members and create buzz.

Slogans such as LeTip's "Dollars in your Pocket"™ can last for years, and is an example of an enduring slogan.

What is the meaning behind our new slogan?

LeTip is in the business of facilitating referrals for our members through the use of a structured program. LeTip also is more than just a chapter of members, we are a nation wide community of chapters and members helping one another.

Why do we need a new slogan?

New slogans help keep LeTip's marketing fresh and current with the new ideas and changes LeTip has put in place. A creative new slogan can excite new life into chapters and inspire our membership. Marketing tools (like slogans and campaigns), increase awareness and help bring new prospects to LeTip chapters. When they become new members, they too will help everyone in the chapter identify and pursue new business opportunities.

How will we use our new slogan?

We will use it to explain our process, it states that in LeTip as an entrepreneur you are not alone and with The Power of Us!™ You can succeed in your business by networking with LeTip. The slogan will be used in social media, print materials, events, and our websites. We encourage members and chapters to use it in their prospecting.

Can we still use our old slogan?

Yes, still feel free to use any of the past slogans, "Dollars in your pocket!"™ as our legacy slogan, or Give, Get, Grow...Repeat!™. But, we encourage you to use the new slogan to help spread message.