

## East, west and the rest: Where do the best business taglines originate?

COMPANIES | JULY 2, 2013 | BY: KATHERINE KOTAW |



Vote to see whether Los Angeles and other business owners think like Hollywood directors

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Movie taglines sell tickets. Business taglines sell products and services.

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In part 2 of our "Go Hollywood" tagline competition, we're adding the location of each company so you can decide whether Los Angeles-area small businesses owners have an edge in creating compelling taglines or if great ideas are without geographic boundaries.

Below are some of the responses to this query:

**"Go Hollywood! What would you like your customers to know about you in 15 words or less? In other words, write your company's tagline."**

Vote for your favorite tagline among these 10. Just include your business name and location in the comments section so we can keep an accurate tally of the votes. You can

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also check out and vote on the previous entries [here](#) (<http://www.examiner.com/article/go-hollywood-do-out-of-town-businesses-meet-the-los-angeles-standard>). And, if you think you can write a better tagline than any featured here, use the comments section to submit your entry.

#### 1. [Automated Shading](#)

(<http://www.automatedshading.com>). "Enhancing your world at the touch of a button." Automated Shading has stores in Santa Monica, New York, Florida and the Caribbean.

#### 2. [Top Rank Commerce](#)

(<http://www.toprankcommerce.com>) "Merchants dance with delight as savings rain." Top Rank Commerce is located in West Lake Village in Los Angeles county.

#### 3. [SundryShop](#) (<http://www.sundryshop.com>)

. "Joins forces with eMainStreet.com to fight the Marketplace UNfairness Act that will cripple all smaller main street businesses and burden all Americans with more taxes." Sundry Shop is based in Denver.

#### 4. [New Media Website Design](#)

(<http://www.newmediawebsitedesign.com>). "Our clients don't care how much we know...until they know how much we care." New Media Website Design makes its home in Fair Oaks, CA.

#### 5. [The Good Dogma Company](#)

(<http://www.TheGoodDogmaCompany.com>) "Good karma for pets and their people." The online store is based in Georgia..

#### 6. [The WriteOne Creative Services](#)

(<http://www.thewriteonecs.com>) "Your inspiration. My creation." Deb Kelley operates her business in Florida.

#### 7. [The Writing Whisperer](#)

(<http://www.thewritingwhisperer.com>). "Choose your words wisely. They alter lives." Owner M Shannon Hernandez launched her business in New York.

#### 8. [My Red Toy](#) (<http://www.myredtoy.com/how>)

. "Taking the haggle out of car buying." My Red Toy, a reverse car auction, is headquarters in Hoboken, NJ.

#### 9. [A Hundred Monkeys](#)

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WG1MHJBLKY84GGAYAHQDXGNG&  
USG=AFQJCNEMO7R6ULBOCGNLWN6DKDH\_5NRLW)

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(<http://www.ahundredmonkeys.com>). "Branding is just like life." A Hundred Monkeys is a San Francisco company.

**10. Czela Bellies CesareanWear.**

(<http://www.czelablue.com>) "C-section moms: No more hospital meshies or granny panties. No one wants to see that." Founder Jennifer Bourgoyne, a former Los Angeles fashion stylist, runs Czela Bellies in San Francisco.

**Cast your vote**

Please use the comments section to vote for one of the entries above or a previous entry. You may also vote for yourself by including the name of your company, your website name and your tagline.

Your vote makes you eligible to win a free tagline for your business website. Number of winners depends on number of votes cast, but at least one company will be awarded a Hollywood-style tagline.

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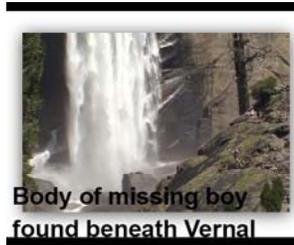
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**Katherine Kotaw**, LA Business Examiner

Katherine Kotaw began her professional writing career when she was in the sixth grade. She sold a joke to Reader's Digest, and wrote radio jingles to help pay her tuition at the University of Michigan, where she earned her master's degree in communication. Her work has appeared in national...