

HOW TO NAME THINGS CHECKLIST

Introduction

If you are producing regular content to establish your brand and your authority, chances are you are having to come up with new names for things all the time – a promotion, your latest eBook, your new product, that new 7-step model you’re working on... the possibilities are endless.

BUT... choose the wrong name and you could be starting “behind the 8-ball”.

You need to find a way to name things so they appeal to your ideal clients, sell more of what you want to sell and build your brand.

So how do we do that?

After naming hundreds and hundreds of products, campaigns, lead magnets, competitions, courses, models, webinars, offers, calls to action (and even things like buildings and retirements villages!) for the past 25 years, we’ve included below a checklist to give you a handy reference next time you need to come up with a name for something:-

Are you clear on your Ideal Client Avatar (your WHO)?

Who is the ideal client for what you’re naming? **Your ideal client is the person who loves what you do.** They are typically your most profitable customers - the ones who are most likely to go on to buy what you’re ultimately selling. They’re usually less hassle than most other customers for example, they don’t ask for as many refunds, they don’t put as much demand on your customer service team and they will often buy from you repeatedly and become your raving fans, telling their friends and colleagues about you.

Absolutely crucial that you start here.

(more information on creating your [Ideal Client Avatar in Content Sells Episode 2](#))



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Get crystal clear on **WHAT** you're naming

Is it a course or a book? A building or a new promotion? Whatever it is, you need to understand it's parts, it's purpose, the problem it solves, how it works, why it's important to your ideal client and what value it brings.

The more you can understand the problems your product or the thing you're naming solves, the better your name will be and the easier the naming process will be for you.

Do you know how **what you're naming fits in with your overall brand and business strategy?**

Does it need it's own identity or is it a subset of something else? Will it need to stand on it's own later?

Do you know **what other similar products, offers etc are currently in your market and how they are named and branded?**

Always do your research – and it pays to look beyond your own industry into how any potential name ideas you have are being used in other industries and contexts.

Are you clear on your **BIG Idea?**

Remember – simple, unexpected, concrete!

Other thought starters:

- Succinct
- Say what it does
- Keep it to 2-3 words
- Consider Rhyming e.g., Squatty Potty
- Consider Alliteration e.g., Millionaire Mind Intensive
- Consider putting a twist or a play on words e.g., 9 to Thrive
- Try a "You" statement e.g., Claim Your Power
- Try an aspirational statement e.g., Unleash the Giant Within
- Try an action statement e.g., Date With Destiny
- Consider a Portmanteau (blending two words together to make a new word) e.g., Pinterest
- Think of strong metaphors e.g., Amazon and Apple



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