

Implementation Checklist

How To Create Magnetic Names For Your Product, Services, And Ideas

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STARTUPClub



Your Checklist

Use this formula to create names for your products, concepts, and ideas that instantly pull your customer in and they won't forget...

The name that you give your product or service is the highest-leverage Marketing you can do. Choose a name that's appealing to the ear - not to the eye - because that's how brains remember. Focus on repetitive sounds, rhythmic syllables and powerful associations.

- ❑ Prerequisites: Avatar; top 10 positive and negative “hot buttons”; Elevator Speech

- ❑ Choose a name which:
 - Succinctly summarize the final outcome (benefits delivered, or the pain eliminated) e.g. “Wake Up Productive”, “Self Made WEALTH”, “Double Your Dating”

 - Has a rhythm and cadence that is memorable

 - Rhymes (optional)

 - Is 2-3 words long (optimally)