
PRODUCT NAMING GUIDE

NAME IT RIGHT. **SELL IT FAST.**



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CASTLEBERRY

Product Naming Guide

From Idea to Income™ Business-in-a-Box

One of the fastest ways to increase sales is choosing a product name that immediately tells people what they will get or achieve.

A good product name should be:

- ✓ Easy to understand
 - ✓ Benefit-focused
 - ✓ Memorable
 - ✓ Clear about the outcome
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The Simple Naming Formula

Use this formula:

Result + Topic

Examples:

- Debt-Free Budget Planner
- Small Business Startup Guide
- Self-Care Workbook
- Weight Loss Meal Planner
- Home Organization Checklist

Simple sells.

Formula #2

How To + Desired Outcome

Examples:

- How to Start a Home-Based Business
- How to Build Better Credit
- How to Create a Monthly Budget
- How to Organize Your Life

People love solutions.

Formula #3

Number + Outcome

Examples:

- 7 Daily Habits for Success
- 21-Day Self-Care Challenge
- 30 Social Media Content Ideas
- 50 Journal Prompts for Healing

Numbers attract attention and create curiosity.

Formula #4

Toolkit, Blueprint, System, or Roadmap

These words increase perceived value.

Examples:

- The Business Startup Blueprint
- The Social Media Success System
- The Budgeting Roadmap
- The Productivity Toolkit

Formula #5

Transformation-Based Titles

Focus on where your customer wants to go.

Examples:

- From Overwhelmed to Organized
- From Broke to Budgeting
- From Stressed to Structured
- From Idea to Income

People buy transformation.

Powerful Words That Sell

Add these words when appropriate:

Action Words

- Launch
 - Build
 - Create
 - Grow
 - Master
 - Start
 - Discover
 - Unlock
 - Transform
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Value Words

- Blueprint
 - Guide
 - Workbook
 - Checklist
 - Planner
 - Toolkit
 - Roadmap
 - System
 - Framework
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Outcome Words

- Success
 - Income
 - Confidence
 - Freedom
 - Growth
 - Productivity
 - Organization
 - Wellness
 - Balance
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Before You Finalize a Name

Ask yourself:

Can someone understand it in 5 seconds?

If not, simplify it.

Does it communicate a benefit?

If not, rewrite it.

Would someone immediately know what it's about?

If not, make it clearer.

Examples of Weak vs Strong Names

Weak Name

Strong Name

My Budget Journey

Debt-Free Budget Planner

Notes About Marketing Social Media Marketing Blueprint

Better Me

Personal Growth Workbook

Business Thoughts

Small Business Startup Guide

My Planner

Daily Productivity Planner

Bundle Naming Ideas

If you're combining multiple products:

Use:

- Success Bundle
- Starter Kit
- Launch Kit
- Business-in-a-Box
- Complete Toolkit
- Ultimate Bundle
- Resource Library
- Growth Bundle
- Master Collection

Examples:

- Side Hustle Starter Kit
 - Digital Business Launch Kit
 - Mompreneur Success Bundle
 - Business Growth Toolkit
 - Online Income Resource Library
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AI Naming Trick

Ask yourself:

"What problem does this solve?"

Then name the product around the solution.

Example:

Problem:

"I don't know how to budget."

Product Name:

Simple Budgeting Blueprint

Problem:

"I need more customers."

Product Name:

Customer Attraction Toolkit

From Idea to Income™ Tip

Avoid clever names that make people think.

Choose clear names that make people buy.

Clarity beats creativity every time.

YOU'VE TAKEN THE FIRST STEP.

NOW KEEP BUILDING *Your Brand, Your Way,* YOUR FUTURE.



STAY FOCUSED

Dream it.
Plan it.
Launch it.



KEEP GROWING

Every step
brings you
closer.



MAKE AN IMPACT

Your purpose
has the power
to inspire.



BUILD YOUR LEGACY

What you build
today creates
tomorrow.



MORE RESOURCES, BOOKS, AND SERVICES

VISIT MY WEBSITE!

WWW.MESTISHA.COM

Let's stay connected!



TikTok



Facebook



Instagram



YouTube

Mestisha

C A S T L E B E R R Y