



## **NAME YOUR PRODUCT**

### **Step 1: Define Your Product**

Describe what your product is and what it does in one or two sentences.

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What problem does your product solve for your target audience?

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What makes your product unique compared to other similar products on the market?

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**Step 2: Brainstorm Keywords**

Write down a list of keywords and phrases related to your product, including descriptors, benefits, and features.

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Think about your target audience and what language and terminology they might use to describe your product.

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Look for synonyms of these words or local adaptations of these words in your target market

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**Step 3: Create Word Combinations**



Combine the keywords from Step 2 to create different combinations of words and phrases.

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Consider using alliteration, rhyming, or other wordplay to make the name more memorable.

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Write down as many combinations as you can think of, even if they seem silly or unlikely.

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Launchsmart By Websitechic



Step 4: Narrow Down the List

Review the list of word combinations and eliminate any that are too complicated, confusing, or difficult to remember.

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Consider the length of the name, the ease of pronunciation, and the overall memorability of each option.

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Try to narrow down the list to five to ten options.

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### Step 6: Choose the Final Name

- Choose the name that best represents your product and resonates with your target audience.
- Consider securing the domain name and social media handles for the chosen name.
- Test the name in different contexts (such as in advertising copy or social media posts) to ensure it works well in various formats.
- Remember, creating a strong and memorable name for your product is an important part of the branding and marketing process. By following these steps, you can increase your chances of creating a name that resonates with your target audience and helps your product stand out in a crowded marketplace.