

A STEP-BY-STEP GUIDE

The Product Naming Blueprint



FOR DIGITAL MARKETERS EAGER TO
GENERATE 10K PER MONTH WITHOUT
THE STRESS OF TECH!



INTRODUCTION

Hi, I'm Larissa Mac.

Hey there, It's Larissa, your go-to funnel designer, conversion rate optimisation specialist & SEO expert.

As a funnel designer and course creator, I'm passionate about helping other online business owners create high-converting funnels that drive more sales, so they can be financially happier!

I love sharing my knowledge (that I've gained over the last 15 years in the industry) and seeing the results of my clients and members just makes me smile from ear to ear!

So if you want to be financially happier and have success written all over your brand, then learn with me, and I'll show you proven strategies that drive more traffic and increase your sales.



Choosing the Right Name for your Digital Product or Course

When it comes to selecting a name for your course or digital product, it's essential to consider various factors. Here are some key steps to help you choose the right name:

Step 1: Identify Your Core Message

Start by identifying the core message of your course or product. What's the primary benefit or outcome it offers to your audience? Write down a few words that capture the essence of your content.

Step 2: Short and Memorable Name

Choose a short, 3-4 word name that is easy to remember. Short names are more likely to stick in your audience's minds.



Step 3: Define Your Ideal Client

Describe your ideal client or target audience. Consider their needs, preferences, and pain points.

Step 4: Target the Desired Outcome

What is the main goal or outcome your course or product helps your audience achieve? Use descriptive words to convey this in your name.



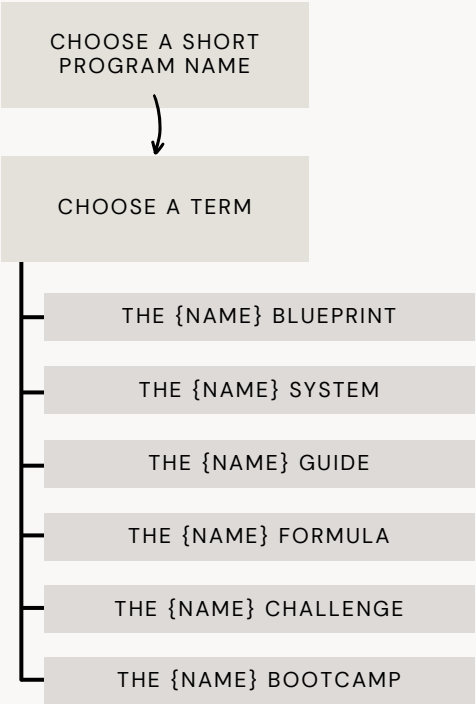
Step 5: Include a Tagline

Create a tagline that emphasizes the desired outcome and addresses the pain points or challenges your ideal client faces. This tagline should be outcome-based and concise.

Putting It All Together

Let's put everything we've discussed into action. Here's a template to help you name your course or digital product effectively:

Choose a short (3-4 word) name for your course or product



My course or product is called:

EG: THE PRODUCT NAMING BLUEPRINT

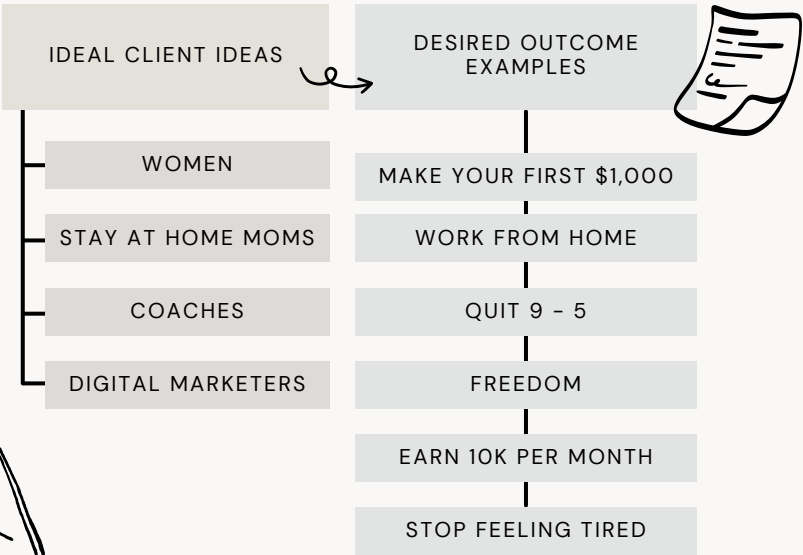
Create a tagline

Create a tagline that includes the ideal client, the desired outcome, and what they can achieve without the things they dislike.

An example tagline might be:



FOR [IDEAL CLIENT] WHO WANT TO [DESIRED OUTCOME] WITHOUT [LIST 2-3 THINGS THEY HATE]



My tagline is:



EXAMPLE:
**FOR DIGITAL MARKETERS WHO WANT TO BUILD AN
ONLINE PRODUCT WITHOUT THE STRESS OF HOW-TO!**

Make it official - it doesn't cost much!

Add trust and authority to your brand and make your course or digital product stand out – buy a domain name for your product.



Here's a list of domain registrars that I use regularly:

I have added some links to 3 companies below that I have used for over the past 6 years. Yep, some of them are affiliate links, but I only recommend services & products that I have personally used.



NameCheap

Buy cheap domain names and enjoy 24/7 support. With over 16 million domains under management, you know you're in good hands

[Register domain names at Namecheap >](#)



GoDaddy

GoDaddy is the world's largest and trusted domain registrar that empowers people like you with creative ideas to succeed online.

[Buying a domain name is easy >](#)



CrazyDomains

Crazy Domains is a domain names provider offering the best prices on domain registration with instant approvals.

[Search and Register your domains now >](#)



**ALL COMPANIES HAVE THEIR PROS &
CONS BUT I'VE NEVER HAD TROUBLE
WITH THESE 3 COMPANIES**

You did it!

By following these steps and using the template provided, you can effectively name your course or digital product, making it more appealing and relatable to your target audience.

A well-chosen name can set the stage for a successful and memorable offering.

Good luck with your naming journey!

LARISSA MAC

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