

clear.
simplified.
your own.

Module 2: Messaging In Action the marketing and messaging class



CREATING A COMPELLING NAME

EXERCISE #4

Name What You Offer

Having a compelling name for what you offer helps your potential client decide if what you're offering is right for them.

A great name lets your customer **quickly** know if they want to learn more. You want them to engage and take the next step of learning about you and what you offer. The name of your offer truly helps move this process along.

You want your offer to:

1. Clearly states what it is
2. **Be attractive.**
3. Include benefits and results.
4. Not oversell and not undersell.
5. Align with you and your message.

1) Play with the naming formulae provided.

See the *Module 2 Content (Printable PDF Version of the Visual Content From Video)* for example formulas for naming your offer(s). Use this as inspiration and a starting point. Although these are guidelines that work, there is no one right formula that you must follow.

2) Check in - does it meet the criteria listed above?

3) Post your compelling name of your offer(s) in our Facebook group. Imperfect creations and drafts are most welcome!

Verbs:	Formats:	Helpful adj./nouns:	Numerical items:
<ul style="list-style-type: none">• Mastering• Discovering• Finding• Exploring• Opening• Expanding• Honoring• Achieving• Uncovering	<ul style="list-style-type: none">• Intensive• Program• Class/ Course• Session/ Call• Workshop• System/Blueprint• Series• VIP Day• Experience• Method	<ul style="list-style-type: none">• Breakthrough• Jumpstart• Quick Start• Mastery• Discovery• Strategy• Advantage• Wake-up• Acceleration• Transformation	<ul style="list-style-type: none">• Steps• Series• Keys• Strategies• Secrets

Be creative! This are just some ideas to get you started.