

PROFITABLE NAMING TEMPLATE

PROGRAM NAME WORDS:

Program	Course
Intensive	Method
Home Study	Technique
Self-Study	Series
Blueprint	Process
Strategy/Strategies	Result
System	Formula
Class	Model
Boot Camp	Design
Plan	

INTENSIFIERS

Secret	Revolution
Advanced	Quantum/Quantum Leap
Accelerated	Boost
Comprehensive	Exceptional
In-depth	Cutting-edge
Radical	Excellent
Complete	Expand/Expansion
All-out	Jump
Extensive	Step-by-Step
Profound	Best
Thorough	Exceed
Key	Excel
Breakthrough	Top
Mastery	
Big	
Quality	

ENHANCERS

(especially for Module Names)

Discovery	Growth
Purpose	Upgrade
Approach	Expand/Expansion
Avenue	Principle
Connection	Model
Key	Achieve
Method	Acquire
Develop	Succeed
Gain	

OPPOSITE WORDS

(These allow you to use the negatives)

Overcome/Overcoming	Transform
Release	Overtake
Reduce/Reducing	Triumph
_____ -Free	Master
Lower	Transcend
Conquer	Surpass
Change	Achieve
Influence	Move
Modify	

100 JUICY WORDS EXERCISE

Write down 100 words that are relevant to your industry and the transformation you provide, regardless of whether they are positive or negative. Can you write 100 words without editing or self-criticism? [It's better to have them to brainstorm with than to refuse them on the spot.]

TIP #1

For your program name, choose 1 or 2 words from your 100 Juicy Words list and combine them with a Program Name Word. You can also use an Intensifier or Enhancer.

Example: Signature System Blueprint

TIP #2

Write the words that you like best on index cards. Then, shuffle and layout on your desk. Move them around until you see a combination that you like.

My additional words, phrases, and ideas:

MORE NAMING TEMPLATES

TEMPLATE 1

Intensifier

Juicy Word 1

Juicy Word 2 (optional)

Program Name Word

Example: Advanced Health Formula

TEMPLATE 2

Juicy Word

Intensifier

Program Name Word

Example: Health Mastery Formula

TEMPLATE 3

Intensifier

Juicy Word

Intensifier 2

Program Name Word

Example: Comprehensive Health Mastery Formula