The 3 Key Componenets
You Must Get Right To Sell Online

Know Your Product:
Product Name

Know Your Product

The Marketing Elements

1. The Primary Promise (PP)
2. Unique Mechanism (UM)
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. Product Name

Know Your Product

The Marketing Elements

1. The Primary Promise (PP)
2. Unique Mechanism (UM)
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. **Product Name**

Product Name

Don't Overcomplicate The Name

- It should be unique (Google, competitors)
- It should make sense
- DON'T Make It Cutsie
- DON'T Make It Complicated
- DON'T Make It Too Techie
- The Best Approach? Name It What It Is OR What It Does. (The Primary Promise?)

Product Name Examples

"E5 C.A.M.P. Method" (Marketing)

"A-Z Copywriting Workshop"

"SamCart" (Checkout Page)

"InfusionSoft" (CRM)

"AirMail" (Email Client)

Product Name Examples

"LTP Worship Guitar System"

"The Art Of Street Photography"

"Worship Piano: Beginner To Pro"

"How To Become A Certified Copywriter"

"Lightningbase" (web host)

STOP HERE

Come up with 5 ideas for your
Product Name

Next Up...

The 2nd "Key Component"
The Landing Page

Know Your Product:
Product Name