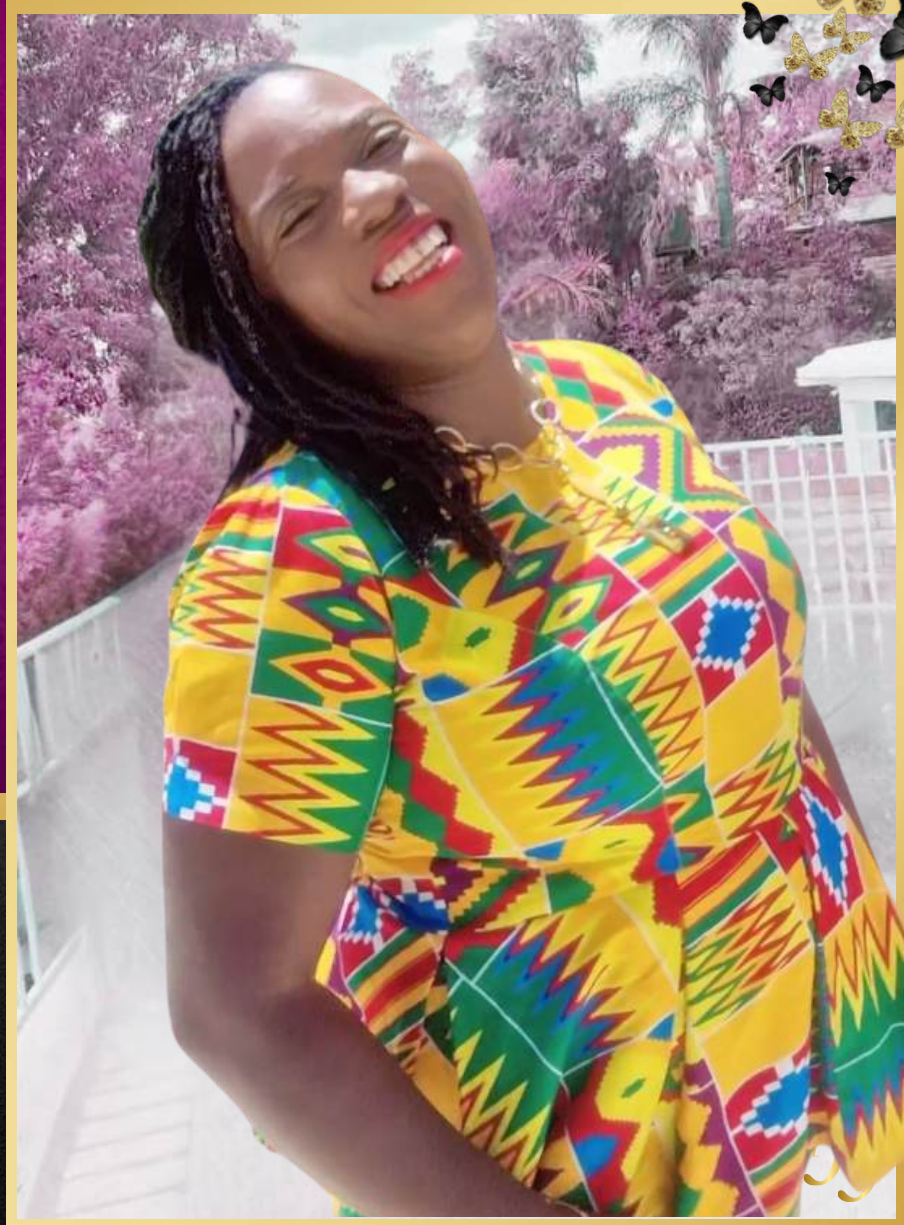


DAY

SEVEN

TIME TO NAME IT
SO CLIENTS CAN CLAIM IT



Ready
Set

Coach

The 10-Day Coaching Business Accelerator
For Aspiring & New Coaches to Enrol Paying Clients

Create Your High-Converting
Signature Offer in 10 days



Day 7: Name It, So They'll Claim It!

Welcome to Day 7 of the Business Accelerator!

Today, we're tackling one of the most crucial steps in creating your signature offer—naming it. But don't be fooled by its simplicity.

This step is all about connection, alignment, and calling your clients into their transformation. A name is much more than a label—it's a powerful invitation that sets the tone for the entire journey.

Naming your offer is the first touchpoint with your clients. Think of it like a handshake—it either creates a strong connection or it falls flat. We don't want flat. We want your offer's name to stop them in their tracks, speak to their deepest desires, and create an instant feeling of, "This is what I've been searching for."

When done right, the name of your offer sets you apart, ignites curiosity, and pulls people in. It's the difference between your ideal clients scrolling past or clicking through, hungry to learn more.

So, let's take the time to get this right—because your name holds the power to turn curiosity into commitment.



NAME IT WITH INTENTION

Why Naming Matters

The truth is, a name can make or break your offer. It's the first impression you're making. It's the first emotional connection you build with your clients, so let's make sure it's a good one.

Here's why getting it right is crucial:

- **First Impressions Count:** Your name is often the first thing your clients will see—make it memorable.
- **It Speaks to Their Desires:** Your name needs to echo the identity and goals of your clients.
- **It Sets You Apart:** In a crowded marketplace, your name can elevate your offer, making it unforgettable.
- **It's the Invitation:** Your program's name invites clients to take the first step on their transformation journey.
- **It Reflects the Result:** Clients care about outcomes. Your name should make them feel what they're about to achieve.

**“Your uniqueness will
make this exceptional”**





Your Top 5 Steps

1. Positioning Your Offer:

- Is this for beginners or advanced clients? Make it clear in your name.

2. Packaging Your Offer:

- How are you presenting your program? Is it a mini-course, masterclass, or something else? Your name should match the depth of your offer.

3. Use Your Client's Language:

- Speak directly to their pain points and desires. You've already identified this back on Day 2, so leverage that knowledge in the name.

4. Tap into SEO & Keywords:

- Use keywords your clients search for. Think about what they're typing into Google when looking for solutions.

5. Focus on the Outcome, Not the Process:

- Clients care about results, not the systems or steps. Your name should reflect the transformation they want.

**Be sure to watch the
training video for more
detail on each step!**



...And Bonus

Considerations

When crafting your title, consider these bonus tips:

- **Is It Simple?:** A name that's easy to understand and remember always wins.
- **Need To Add a Tagline?:** Summarize the benefits or include a timeline if needed.
- **Can You Use Alliteration?:** Repetition of similar sounds makes the name catchy and memorable.
- **May Use 'From X to Y'?:** Show the transformation from problem to solution in your title.
- **Does It Include The Duration?:** If applicable, include a timeframe to add urgency, e.g., "30 Days to Confidence."

Now, it's Your Turn!



Your Task Today Is...



Let's Find a great name - step by step

1. Start with a Brainstorm:

Write down at least 5 potential names for your signature offer. Don't overthink it—just let the ideas flow. Explore what resonates with your ideal clients and the transformation:

1.

2.

3.

4.

5.

Your Task Today Is...



Naming Checklist: Refine Your Offer Name

- 1. Does this name reflect the outcome or result?**
 - Does the name clearly focus on the transformation your clients will achieve?
 - When reading the name, will clients know exactly what outcome to expect?
- 2. Is it simple and easy to understand?**
 - Is the name free of jargon or industry-specific terms that could confuse people?
 - Can someone quickly grasp what your offer is about without having to ask for more details?
- 3. Does it speak directly to my ideal client's pain point or desire?**
 - Does the name address the emotional language your ideal client uses to describe their struggle or goal?
 - Will your ideal client feel an instant connection to the name because it speaks to what they want?
- 4. Does it include relevant keywords for SEO?**
 - Are you using words your ideal client search for online?
 - Will this name help your offer be easily found by clients searching for solutions to their problems?
- 5. Is it memorable or catchy?**
 - Does the name include elements like alliteration or a clear structure that makes it easier to remember?
 - Is it the kind of name that sticks in your client's mind after seeing it just once?

Wrapping Up

You've made amazing progress in naming your offer—this is a huge step in shaping something truly transformational for your clients. Each decision you've made brings you closer to creating that high converting signature offer that truly resonates and stands out in the marketplace.

Daily Dose of Courage

For today's Dose of Courage, share your name ideas with the group. What are your top two choices, and why do they resonate with you?

Let us know how you've refined your list and which name speaks most to your clients' desires and transformation.

If you've settled on one name, share it with confidence! If you're still undecided, ask the group for feedback. This community is here to support you—let's cheer each other on!

If you have any questions, don't forget to join me for our live Q&A session tomorrow! We'll dive into everything we've covered so far and answer any final questions to help you confidently move forward. Let's keep the momentum going!

With love, purpose & power
Coach JJ



WELL DONE!