MODULE 7: RESEARCHING NICHES

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SEGMENT 2

This segment explored some additional planning you should do before creating your product, especially when it comes to creating the name of your product.

Name Checklist

☐ Should the name evoke some sort of emotion?

☐ Are there competitors in this category with names I should be considering? Am I planning on steering clear of those names or copying them?

☐ Who is my target audience?

☐ Who is most likely to see the name and buy?