

Profit
ACADEMY

MODULE 7

SEGMENT 3



Jeff Lenney: Hey, folks. How's it going? This is Jeff Lenney again and this is module seven, slide three, in which we're going to cover how you can come up with a product name for your very own product.

Anyways, we're just going to jump straight into it, what we're going to cover and what your product should be at the same time. Your product's name should be catchy and short, clear and powerful. Keep that in mind it should be catchy and short as well as both clear and powerful. As an example: Profit Academy. What do you visualize when you hear the words Profit Academy? I would imagine it is a higher level education. That is what 'Academy' gives me, which is obviously what this is. It's a higher level education. How I can make a profit, how I can make money.

How about Inbox Blueprint? Now, if people don't know what in-boxing is or email marketing is they might be a bit confused as to what that is, but once you hear it, it just makes sense. It is the blueprint to in-box marketing, to email marketing. You can do this with many different product names, you know. The Millionaire Brain, Manifestation Miracle. There's many others as well, I can't think of off the top of my head, Google Sniper 3. Again, those are short and powerful. At the max we're seeing maybe three words for those.

There is a few examples to consider and pardon me because I can't pronounce most of these words, but alliteration, which is the repetition of initial consonant sounds in neighboring words for example PayPal, Kinko's, Lincoln. I am sorry, Lincoln Logs. Yeah, Lincoln, that was Lincoln Logs, Jeff. Lincoln Logs. That is an example of what you can do there.

Rhyming is obviously rather easy. Similarity between syllable sounds at the end of two or more words. A great example is Nutter Butter. Another I like is also Smart Start. I don't think I [00:02:00] can pronounce this word, but I am going to pretend I know how to. Onomatopoeia is words that imitate words they represent. For example, Ziploc, Pop-tarts, Roomba. We have morphemes, which is smallest unit in the grammar of a language for example, FedEx, Acura, Unisys.

A few more things to consider, and I promise we'll make this much easier on the next slide after this. You do want to consider trademarking your business name, which can be easily done via uspto.gov. You can do a trademark search to verify if somebody has already trademarked it or not. If you want to do the application process, the trademark process, I think it is a nineteen or twenty step process. Make sure you take the time to go through this and follow every single step. Obviously, we are not going to go through that now. You can read it on your own. Yeah, nineteen steps, but the good here though, again, you go to uspto.gov, you hover your mouse over 'trademarks' and you go to 'trademark process' right there. Of course, if you want to find the file you can go to online filing.

Anyways, use of keywords. You want to make sure, whenever possible, you use a related keyword if it helps you to describe your product. These are actually a few examples I came up with on my own. If you want to use those you are more than welcome to. Just make sure you verify they are not trademarked. I didn't check, but I did make these up on my own using power words. For example Zone [00:03:54] but I've got Law of Attraction Zone. LOA Zone, Maximize Your Manifestation. I actually like that one a lot right there. [00:04:00] If you want to use my information make sure that it is not already taken.

Then, again, you want to keep the product name relevant to the product or the niche which this stuff covers right here. If you want to get creative and look at a few different power words, I did include a resource right here. Before I do show you that I want to show you something. This is something I learned. Let me move that to the back, hold on. There we are. Nike, this is true, back in 1971, or '69, I believe, Nike was originally named Blue Ribbon Sports until Jeff Johnson, Nike's first real employee, named it. Now, Nike is one of the best known trademarks, one of the best known brands in the world. Easily.

Anyways, power words. Let me look at a few power words here real quick. I've already got it pulled up, great. I gave you guys this link. It is three hundred and seventeen power words. A lot of these are negative and they have kind of a

fearful attitude for example, but I mean Hack is a great one. Beating is a great one. How about 'beating a law of attraction' or maybe 'a law of attraction hack'. Revenge, risky, hoax, blinded, obviously you don't want to use something like 'Holocaust' or 'blood bath' in your product. I mean, imagine 'law of attraction blood bath'. Probably not going to really bring up too many positive images in peoples' minds, but you want to try to get some good ideas here. Silly, jail, bumbling, cadaver, law of attraction lunatic. Maybe 'looming'. A 'law of attraction looming', LOA. Lurking, a lurking law of attraction, no. Targeted, targeted traffic. Murder, no. Painful, devastating, pitfall, but I mean, again guys, these are just different words you can use to brainstorm and try to come up with your own ideas.
[00:06:00]

On the next slide, I did actually show you guys a few online brand name product generators. Many of these you can do a search by a keyword, for example. And it might generate random names for you, so in this first example, I want to show you this. It does create random names. I'll show you what I mean. If we asked the business name generator, for example, we're not able to really type in any keywords. I mean, you can, but it's not going to work, but if you simply click on 'get name' it's going to show you. It is going to generate a random name based on random English words. 'Foxglove'.

Obviously many of these are probably not going to really work and you do want to try to include a keyword or something relevant to your niche. Again, this might give you some great words. You could probably do something with turbine. New Finger Print. Juice Inc, X-ray System, Romp, Blue Muleshoe, Grub, Slap Jack, Jumping Uni Works, obviously those are not quite super amazing and they're really probably not applicable to what you are going to be doing here, but I wanted to show you that is something you can do. Name Builder, I think that might be the same type of thing. Let's take a look. Yeah. Jungle Girl, this is more brand names, et cetera, so it's probably not the best one, but again, that is still worth checking out.

Netsubstance.com, and again, guys, keep in mind these are not really amazing, but they are okay to use. Maybe do 'manifestation', you can scroll down, you can use some different options. [00:08:00] You can choose to slice a word, you can choose how many letters you want maximum, how many vowels, consonants, prefixes, suffixes, whatnot. When I type in 'manifestation' I am really not digging that. It is not really giving me anything I like so let's try Law of Attraction. I might space those words out differently. I am not liking this how it is. So anyways that is that site right there.

Acronym Creator is kind of a nice one. It creates acronyms for you. Let's say I wanted to maybe do something based on law of attraction, LOA, let's try anyways. Let's try law of attraction and see what that does out of curiosity's sake. This gives you different acronyms using the letters in the words you're typing up, of course, so law of attraction, LOA, obviously, is the best one. Let's try resetting and maybe trying something else. Manifestation, maybe LOA for law of attraction. Let's try again here. Again, these are obviously not going to be super amazing, but it still should give you a few ideas. You might find something that strikes out nicely, that maybe catches your eye.

Manifestation, how to use manifestation with the law of attraction, I don't know. You guys get the idea though.

Let's try something like this. Super weight loss, in fact, you can also, it looks like you could have more options so you [00:10:00] could have Super Weight Loss or you could have Super Fat Loss. Obviously for a different niche example here. Floss, Fat Loss Made Easy. Sweil, FPL, Wheel, I actually like Floss. That would be a good product name. Floss comma, Fat loss made easy. Something like that. I like that. Simple, right? But it works. Fat Loss, Super Fat, [Selfa 00:10:29] It looks like you can expand to get a few different variations. [Scal 00:10:44] Super weight loss obviously mixes the letters of the word around for that.

Again, that is something that's interesting. Let me show you two more here. It's onlinegenerator.com. Basically this generates random product names. Strongity. You're not able to add any keywords into this. If you look at these these are

all pretty brandable names, I think. You might be able to change something and find something applicable. Temptouch. LOA Touch, Light Aplight, it fits with the lighting right there. And there's one more. There's wordoid.com, which is the last one. Again I want to stress, guys, this is not something you have to use. It is a few random examples.

This could give you possible idea for brandable names you might [00:12:00] be able to use. Again, the whole idea here is to get your brain thinking and coming up with different ideas. [Straightened processes 00:12:13] I know some of you are probably thinking "What the heck are you showing me, Jeff? This makes no sense." Again, guys, I'm just trying to help you brainstorm and use the internet as a tool to maybe think of a different brand or even a product name. Don't be afraid to use the power words I showed you. If you want to even do a Google search online you can even do a search for power words.

This is the one I showed you before. Here is something from bufferapp.com, a hundred and eighty-nine words that convert. These are probably great for email marketing. Yeah, probably not going to be good for a profit, it could be though. Obviously, Manifestation Miracle is already taken.

How about this? What if you did Manifestation Magic? I'll bet that is available. I'll bet you could use it. How about Revolutionary LOA? Remarkable LOA, Sensational LOA, Amazing LOA. Let me add this one as well. This is actually better than I expected.

More power words. I am going to move this Nike picture. It's not letting me move it now. It is already embedded back there. It actually looks like I can do it now. I am going to shrink that a little bit to make some room and we'll send it to the back. Here we are. I edited that for you there. Oops.

Blog.bufferapp.com. Words and phrases that convert. Actually, I think I found the best ones right here. I mean, how about this? How about Quick LOA, a quick law of attraction. [00:14:00] Quick Manifestation, Remarkable Manifestation, maybe Challenge. Maybe Law of Attraction Challenge. "Take our challenge to make the law of attraction work for you in

thirty days.” It looks like they might have more down below here. They've got cause and effect words, phrases, [endurist 00:14:26] and guarantee iron clad. More hot special.

Okay, I think that's actually really cool. I am glad I found that for you guys. I am glad I was able to make this update so you guys can get those.

In review of this video, just to go over what we covered. We went over naming your product and again, you guys, it's important, you want to keep it catchy and short as well as clear and powerful. Of course, I gave some examples of things to consider which I am not going to pretend to read again.

A few more things, you want to consider trademarking your name or your product name. You want to make sure you use a keyword when applicable. Profit Academy is about profit and Box Blue Print is about in-boxing. Manifestation Miracle is about how to manifest. What was the other one? Gravity Manifestation is another one that uses Einstein's Laws in the product and in the information. It's a great product. Again, you want to brainstorm and get creative.

I am hoping that the last few tidbits I gave you will really help you to get creative. I think, guys, in all honesty, this is probably one of my new favorite resources. I just found this live on the webinar. Look, profit. Profit Workshop, how about that? Obviously, Profit Academy is taken. Profit University? Just kidding now, Nick.

Anyways, guys, if you have any questions, once again, as always I genuinely mean this, please let us know. We are here to help you guys out.

In the next slide, [00:16:00] which is going to be slide number four from module seven, we are going to cover the different types of products you can create. I want to stress to you guys there is much more to do than just simply video products. Having said that, thank you for watching and we'll see you on the next slide.