

The 3-Step Formula for Memorable Package Names

for coaches, consultants, & freelancers



A note from Jessie

Oh look! You nabbed the guide! Smart choice. 👍

I'm Jessie Lewis—a copywriting coach for online business owners. I'm here to show you how to create your *own* compelling website copy and marketing materials, because **your own words are the most powerful business-building tool you have.**

In this guide, you'll learn my straight-forward process for generating an effective and memorable name for your service package, digital product, or online course.

Let's get started!

What's in a name?

A great package name is both creative and strategic.

You might be able to stare into space for a while and come up with something that sounds catchy, but that doesn't mean it's a name that will make people interested in the product itself.

So the secret to brainstorming an effective package name is to start not with creative ideas, but with the facts. Why? Because giving a focus to your brainstorm doesn't stifle creativity—it feeds it!

On the next page you'll find the 2-page printable for this process.

👉 Print out **pages 3 and 4** if you enjoy brainstorming by hand, or recreate the tables in a document if you want a digital version.

👉 Then continue to **page 5** for instructions on how to use them.

The 3-Step Formula for Memorable Package Names

Step 1: The idea table

| | |
|--------------------------------------------|--|
| Topic | |
| Who this program serves | |
| What's special about the experience | |
| Format | |
| Pains they avoid | |
| Results | |

Step 2: Mix & match

| | |
|----|----|
| 1 | 11 |
| 2 | 12 |
| 3 | 13 |
| 4 | 14 |
| 5 | 15 |
| 6 | 16 |
| 7 | 17 |
| 8 | 18 |
| 9 | 19 |
| 10 | 20 |

Step 3: Decision matrix

| Name idea | <p>“My clients use language like this”</p> <p>0 = My clients would never use these words</p> <p>5 = My clients would definitely say it this way</p> | <p>“When I imagine emailing a client telling them to buy ‘My new program, _____,’ it feels...”</p> <p>0 = Totally weird.</p> <p>5 = Totally natural.</p> | <p>“When I type this name into Google and also search as a URL, it shows...”</p> <p>0 = Someone else in my industry is using this same name (throw it out!)</p> <p>5 = Nothing with this exact name</p> | Total |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <i>Ex: Slime-free Sales</i> | 3 | 4 | 5 | 13 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Instructions

Step 1: The idea table

Before you can start brainstorming name ideas, you need to establish the building blocks.

In the first table, you'll list out your answers to the following questions:

Topic: What is the general topic of what you're teaching? Are there different ways you could say this, or different terms people use for the same thing?

Who this program serves: Who is your target client? What characteristics do they have? What would need to be true of someone for you to be able to tell them, "Yes, this offering is a good fit for you"?

What's special about the experience: Do you deliver the offering in a way that's particularly easy, fast, or clear? What is it like for your clients *during* the offering?

Format: What could you call this kind of program? Is it a training course? An intensive? An accelerator?

Pains they avoid: What struggles are they experiencing now? What struggles would they encounter if they don't go with you? And keep going—what are the long-term outcomes if those pain points continue?

Results: What positive outcomes can they expect *after* working with you? What will life look like in the future? What transformation will they undergo? And keep going—what are the long-term outcomes of those initial results?

The example here is for a sales coach with a weekly coaching package. There are just a few bullets for each section, but you'll likely be able to come up with a lot more ideas for your own package or product.

| | |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic | <ul style="list-style-type: none"> • sales • sales calls • getting clients |
| Who this program serves | <ul style="list-style-type: none"> • service-based business owners • have been in business for at least 1 year • don't have a sales rep |
| What's special about the experience | <ul style="list-style-type: none"> • weekly support coaching calls • close community |
| Format | <ul style="list-style-type: none"> • blueprint • bootcamp • template |
| Pains they avoid | <ul style="list-style-type: none"> • stressful phone calls • feeling slimy • business never grows • having to hire a sales person to their business |
| Results | <ul style="list-style-type: none"> • more money • more clients • better clients • predictable income |

TIP: If you have a hard time coming up with answers that are true for the majority of your clients, it's likely your offering is too broad! You'll want to niche down—either by focusing on a smaller audience, or a more specific result you deliver.

Step 2: Mix & match

With your core ideas listed out, you can now let your imagination take over. Each idea you wrote could be made into a package name on its own, or combined with an idea from another column.

Start mixing and matching ideas from the table and see what comes out!

Example:

Stress-Free Sales Calls
The Predictable Sales Cycle
Slime-Free Sales
The Sales Template
Do-It-Yourself Sales Calls
The Better Clients Blueprint
The Client-Getting Machine
Sales Secrets for New Business Owners

(The examples here are color-coordinated to the example table so you can see where each idea came from.)

Brainstorming is a numbers game, so I challenge you to come up with at *least* 20 ideas (yes, really!). Write even more if you have time. Why? Because good package names are hard to come by, and you'll come up with a lot of duds along the way.

You need the stupid ideas to find the good ones. So keep writing, and don't you dare censor yourself. Don't worry—you'll refine your ideas in the next step!

Step 3: Decision matrix

By now, you should have a pile of package names—some that are utterly awful (if you did it right), and probably some that you are already starting to like.

The best package names meet three requirements:

- 1. It sounds like language your client would use.** This means there's no industry jargon. The individual words are ones your client would say themselves.
- 2. It feels comfortable to say out loud.** Imagine saying the package name to a potential client. Would it feel natural? (This sounds silly, but it's important! I once named something a "Power Hour Strategy Session." It looked cool to me on my sales page, but when I said it out loud to a client, it sounded utterly ridiculous.)
- 3. It's not used by anyone else.** Especially for larger programs, it's important that you're not copying other peoples' package names—even by accident. Do your research through Google searches, and type it out as a URL to see if anyone's already claimed it.

If this process doesn't automatically come up with a winner, it's time to get a bit more systematic.

Meet the decision matrix. This is a tool for adding quantifiable numbers to your gut feelings so you can see clearly what's working and what's not.

In your worksheet, write out the top names (up to 5) and give each a score on a scale of 0-5.

For example:

| Name idea | <p>“My clients use language like this”</p> <p>0 = My clients would never use these words</p> <p>5 = My clients would definitely say it this way</p> | <p>“When I imagine emailing a client telling them to buy ‘My new program, _____,’ it feels...”</p> <p>0 = Totally weird.</p> <p>5 = Totally natural.</p> | <p>“When I type this name into Google and also search as a URL, it shows...”</p> <p>0 = Someone else in my industry is using this same name (throw it out!)</p> <p>5 = Nothing with this exact name</p> | Total |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <i>Slime-Free Sales</i> | 2 | 4 | 5 | 11 |

In this case, “Slime-Free Sales” only gets a 2 in the first column, since folks are familiar with “slimy salespeople,” but “slime-free” isn’t immediately recognizable as an idea.

And it gets a 4 in the next column because let’s face it—“Slime-Free Sales” would be fun to say, but a liiiiittle bit weird.

And finally, a Google search and a URL search turn up nothing remotely related to sales (just a lot of actual slime). So it’s a 5!

Do this for your top package name ideas.

The highest score is your new package name! 🎉