

Gumroad Product Title & Subtitle Builder

A practical workbook for turning product details into clear, buyer-friendly titles and subtitles.

DEFINE - BUILD - PAIR - SELECT

Use this workbook to identify the strongest title ingredients, build multiple title options, create subtitles that add useful information, and select a final naming package you can confidently use in your listing.

Color Me Crazy Club

DEFINE WHAT YOUR TITLE NEEDS TO COMMUNICATE

Your product title has one immediate job: help the right buyer understand what you are selling.

Titles become difficult when sellers try to make them do everything at once: sound creative, contain useful search language, explain the product, communicate a benefit, attract attention, and fit every important detail into one line. The result is often either too vague or too overloaded.

Before writing title ideas, make a simpler decision:

What does your buyer actually need to understand from your title?

By the end of this section, you will have a Title Ingredient Bank containing the strongest words and ideas available for building your product title. You do not need to use every ingredient. You simply need to know which ones are worth considering.

THE JOB OF A PRODUCT TITLE

Imagine someone sees your product title without reading the description. Would they have a reasonable idea of what you are selling?

Creative Planner versus 30-Day Content Planning Workbook

The first title might sound appealing, but it leaves important questions unanswered. The second immediately provides more context. That does not automatically make it perfect. It demonstrates an important principle:

A useful product title reduces confusion before it tries to create excitement.

Creativity can still matter, particularly for a branded collection or series. A name such as Raven Hollow can carry identity, while Raven Hollow - Printable Coloring Book adds the practical information a new buyer needs.

THE QUICK CLARITY TEST

Current or Working Product Title:

Imagine showing only that title to someone who knows nothing about your business. Could that person reasonably answer:

- ☐ What kind of product is this?
- ☐ What is the product about?
- ☐ Who might use it?
- ☐ What might they use it for?

You do not need four checkmarks. Some products require more explanation than others, and your subtitle can carry information that does not belong in the main title.

What does my current title communicate clearly?

What might still confuse a new buyer?

THE FIVE TITLE BUILDING BLOCKS

Most practical digital-product titles can be built from some combination of five basic ingredients:

**PRODUCT + TOPIC + AUDIENCE + OUTCOME +
FORMAT**

You will not necessarily use all five. Trying to force all five into a title can make it worse. The purpose of this framework is to identify the information available before deciding which pieces deserve space in the final title.

PRODUCT

What is the thing you are actually selling? Examples include workbook, checklist, planner, coloring book, activity pack, template, worksheet, guide, tracker, journal, prompt pack, or reference sheet.

My product is a:

Other accurate ways a buyer might describe it:

1. _____
2. _____
3. _____

TOPIC

What is the product specifically about? A planner alone could be almost anything. A meal planner, content planner, wedding planner, and homeschool planner serve different buyers. The topic gives the product context.

Primary topic:

Related topic words or phrases:

1. _____
2. _____
3. _____
4. _____
5. _____

AUDIENCE

Some products become much clearer when the intended user appears in the title or subtitle. Audience language should earn its place: if identifying the user does not improve understanding, it may only make the title longer.

Primary intended user:

Other accurate ways that buyer might describe themselves:

1. _____
2. _____
3. _____

Would identifying the user make this product noticeably easier to understand?

☐ Yes

☐ No

☐ Possibly - I want to test both versions

OUTCOME

What useful result does the product help the buyer achieve? Outcome language can move beyond what the product is and communicate what it helps the buyer do. Keep the result specific and supportable.

The main thing this product helps someone do is:

Possible outcome phrases:

1. _____
2. _____
3. _____

Complete this sentence: After using this product, the buyer should be better prepared to...

FORMAT

Format tells the buyer how the product is delivered or used: printable PDF, editable template, digital planner, spreadsheet, PDF workbook, printable worksheets, or instant download. Format does not automatically belong in the main title.

My product format is:

Important format details the buyer should know:

Does the format deserve space in the main title?

- ☐ Definitely
- ☐ Possibly
- ☐ Probably not

Why?

BUILD YOUR PRODUCT CLARITY PROFILE

Bring the strongest information together in one place before combining it into titles.

PRODUCT

What exactly am I selling?

TOPIC

What is it specifically about?

AUDIENCE

Who is it primarily for?

OUTCOME

What does it help that person accomplish?

FORMAT

How is it delivered or used?

Complete this sentence without trying to make it sound like marketing copy:

This is a _____ about _____ for _____ that helps them _____ and is delivered as _____.

This is your Product Clarity Statement. Its job is to make the product completely understandable before you begin shortening, rearranging, and polishing the information.

MY PRODUCT CLARITY STATEMENT

MUST-SAY VS. NICE-TO-SAY

Some information may be essential for understanding the product. Other information may be useful but can appear in the subtitle, product image, description, or supporting listing copy.

MUST-SAY INFORMATION

Without this information, the product could easily be misunderstood.

1. _____
2. _____
3. _____

NICE-TO-SAY INFORMATION

These details could strengthen the listing but do not necessarily need to appear in the main title.

1. _____
2. _____
3. _____
4. _____
5. _____

PROBABLY BELONGS SOMEWHERE ELSE

These details may matter, but forcing them into the title would probably make it unnecessarily long or complicated.

1. _____
2. _____
3. _____

CREATE YOUR TITLE INGREDIENT BANK

Pull out the strongest individual words and short phrases. Do not write finished titles yet. Think of this as laying your ingredients on the counter before deciding how to combine them.

PRODUCT WORDS

TOPIC WORDS

AUDIENCE WORDS

OUTCOME WORDS

FORMAT WORDS

DESCRIPTIVE WORDS WORTH TESTING

YOUR WORKING TITLE INGREDIENT BANK

Choose the words and phrases with the strongest potential.
You are not choosing a title yet.

MY 8-12 STRONGEST TITLE INGREDIENTS

1.

2.

3.

4.

5.

6.

7.

8. _____
9. _____
10. _____
11. _____
12. _____

ONE FINAL CHECK

- ☐ The words accurately describe the product.
- ☐ A buyer would understand the language.
- ☐ I have identified the actual product type.
- ☐ I know which information is essential.
- ☐ I have separated important information from unnecessary title clutter.
- ☐ I am not relying on clever wording to explain an unclear product.

You now have the raw material needed to construct multiple product titles instead of guessing at them one at a time.

BUILD STRONG PRODUCT TITLE OPTIONS

You now have a Title Ingredient Bank containing the product words, topic words, audience language, outcomes, format details, and descriptive terms that could potentially belong in your title.

The goal is not to find one perfect title immediately. Deliberately create enough strong possibilities that you can compare them instead of becoming attached to the first title that sounds good.

By the end of this section, you should have 8-12 viable product title candidates and a smaller group of finalists worth carrying into the next stage.

CLEAR BEATS CLEVER

A creative product name can be memorable and distinctive. It becomes a problem when the buyer has to decode it before understanding what is being sold.

The Sunday Reset could be a planner, journal, cleaning checklist, meal-planning system, or self-care workbook. The Sunday Reset - Weekly Planning Workbook keeps the identity and removes the confusion.

If your creative title does not explain the product, pair it with language that does.

THE STRANGER TEST

Creative or Branded Name:

Would the name alone tell them what the product is?

☐ Yes

☐ Partially

☐ No

Creative Name + Descriptive Identifier:

PRODUCT TITLE FORMULAS

Different products need different information. Use these frameworks as structured starting points, not rigid rules.

TOPIC + PRODUCT TYPE

Formula: [TOPIC] + [PRODUCT TYPE]

Examples: Wedding Budget Planner; Social Media Content Calendar; Daily Gratitude Journal

Try it:

DESCRIPTIVE MODIFIER + TOPIC + PRODUCT TYPE

Formula: [DESCRIPTIVE MODIFIER] + [TOPIC] + [PRODUCT TYPE]

Examples: 30-Day Content Planning Workbook; Beginner Budget Tracking Spreadsheet; Weekly Homeschool Lesson Planner

Try it:

AUDIENCE + PRODUCT TYPE

Formula: [AUDIENCE] + [PRODUCT TYPE]

Examples: Freelancer Income Tracker; Small Business Expense Workbook; Homeschool Parent Lesson Planner

Try it:

TOPIC + PRODUCT TYPE + FOR + AUDIENCE

Formula: [TOPIC] + [PRODUCT TYPE] + FOR + [AUDIENCE]

Examples: Content Planning Workbook for Creators; Budget Tracker for Freelancers; Product Launch Checklist for Digital Sellers

Try it:

OUTCOME + PRODUCT TYPE

Formula: [OUTCOME] + [PRODUCT TYPE]

Examples: Organize Your Week Planner; Plan Your Product Launch Workbook

Try it:

TOPIC + OUTCOME + PRODUCT TYPE

Formula: [TOPIC] + [OUTCOME] + [PRODUCT TYPE]

Examples: Product Listing Optimization Checklist; Monthly Budget Organization Workbook

Try it:

FORMAT + TOPIC + PRODUCT TYPE

Formula: [FORMAT] + [TOPIC] + [PRODUCT TYPE]

Examples: Printable Wedding Planning Checklist; Editable Content Calendar Template

Try it:

CREATIVE NAME + DESCRIPTIVE IDENTIFIER

Formula: [CREATIVE NAME] - [DESCRIPTIVE IDENTIFIER]

Examples: Quiet Mornings - Guided Reflection Journal; Raven Hollow - Printable Coloring Book

Try it:

CREATIVE NAME + DESCRIPTIVE IDENTIFIER + AUDIENCE

Formula: [CREATIVE NAME] - [PRODUCT TYPE] FOR [AUDIENCE]

Examples: Launch Ready - Product Checklist for Digital Sellers

Try it:

BUILD YOUR TITLE CANDIDATES

Use your Title Ingredient Bank and the formulas above to create at least eight candidates. Small wording changes can matter.

TITLE CANDIDATE 1

Formula used: _____

TITLE CANDIDATE 2

Formula used: _____

TITLE CANDIDATE 3

Formula used: _____

TITLE CANDIDATE 4

Formula used: _____

TITLE CANDIDATE 5

Formula used: _____

TITLE CANDIDATE 6

Formula used: _____

TITLE CANDIDATE 7

Formula used: _____

TITLE CANDIDATE 8

Formula used: _____

TITLE CANDIDATE 9

Formula used: _____

TITLE CANDIDATE 10

Formula used: _____

TITLE CANDIDATE 11

Formula used: _____

TITLE CANDIDATE 12

Formula used: _____

RUN THE TITLE REFINEMENT PASS

Do not choose a winner yet. First, clean up the candidates.

REMOVE EMPTY WORDS

Look for promotional words that communicate little useful information, such as amazing, incredible, awesome, perfect, best, must-have, or ultimate.

Words I can remove or replace:

CHECK FOR VAGUE LANGUAGE

Broad terms such as resource, toolkit, system, bundle, or guide are not automatically bad. The question is whether the buyer understands what they contain.

Titles that need more specificity:

REMOVE UNNECESSARY REPETITION

Watch for titles where multiple words communicate essentially the same thing. Ask whether every major word adds useful information.

Words or phrases I may be able to remove:

CHECK NATURAL WORD ORDER

Read each candidate aloud. A title can contain the right information and still sound awkward.

Candidates that need smoother wording:

CHECK ACCURACY

A strong title should not imply something the buyer is not actually receiving.

Anything I need to correct:

-
- ☐ Does 'template' accurately describe the product?
 - ☐ Does 'workbook' accurately describe it?
 - ☐ Does 'bundle' accurately describe it?
 - ☐ Does 'editable' actually apply?
 - ☐ Does 'printable' actually apply?
 - ☐ Does the title imply a quantity, format, or outcome that the product delivers?

CREATE YOUR SHORTLIST

Choose the candidates that best balance CLARITY + SPECIFICITY + RELEVANCE + NATURAL LANGUAGE. Simple can be extremely useful when it helps the buyer understand the offer quickly.

SHORTLISTED TITLE 1

What makes this one strong?

SHORTLISTED TITLE 2

What makes this one strong?

SHORTLISTED TITLE 3

What makes this one strong?

SHORTLISTED TITLE 4

What makes this one strong?

OPTIONAL TITLE 5

What makes this one worth keeping?

BEFORE YOU MOVE ON

- ☐ Each title accurately represents the product.
- ☐ Each title gives the buyer useful information.
- ☐ The wording sounds natural when read aloud.
- ☐ Unnecessary words have been removed.
- ☐ Creative language is supported by descriptive language when needed.
- ☐ I have not forced every possible product detail into the title.
- ☐ I have several genuinely viable options rather than one title surrounded by weak alternatives.

Do not choose the final winner yet. Your title is only half of the naming package.

BUILD THE SUBTITLE THAT FINISHES THE JOB

Your title does not have to explain everything. A strong subtitle gives you a second layer of communication and can answer an important question the title leaves open.

TITLE: What is this?

SUBTITLE: Why should I care, who is it for, or what will it help me do?

The important part is that the title and subtitle work together. By the end of this section, you will have several complete Title + Subtitle combinations ready for final evaluation.

DON'T MAKE THE SUBTITLE REPEAT THE TITLE

Title: Digital Product Launch Checklist

Weak subtitle: A Checklist for Launching Your Digital Product

That subtitle is accurate, but it adds almost nothing. Compare it with: Review the Essential Details Before You Publish. The title identifies the product; the subtitle explains its practical use.

THE REPEAT TEST

Title:

Possible Subtitle:

Which important words or ideas appear in both?

Does the subtitle give the buyer meaningful new information?

- ☐ Yes
- ☐ Somewhat
- ☐ No

If needed, choose what the subtitle could communicate instead:

- ☐ Audience
- ☐ Outcome
- ☐ Use case
- ☐ Included content
- ☐ Convenience
- ☐ Format
- ☐ Problem being solved
- ☐ Other: _____

DECIDE WHAT YOUR TITLE IS MISSING

Working Title:

WHAT DOES THE TITLE ALREADY TELL THE BUYER?

- ☐ Product type
- ☐ Topic
- ☐ Audience
- ☐ Outcome

- ☐ Format
- ☐ Use case
- ☐ Other: _____

WHAT USEFUL INFORMATION IS STILL MISSING?

- ☐ Who the product is for
- ☐ What the product helps them accomplish
- ☐ When or why they would use it
- ☐ What is included
- ☐ How it is delivered or used
- ☐ What problem it helps address
- ☐ Another important detail

What is missing?

SUBTITLE FORMULAS

Choose formulas that communicate information your title does not already provide.

AUDIENCE-FOCUSED SUBTITLE

Formula: Designed for [AUDIENCE] Who Want to [OUTCOME]

Example: Designed for Creators Who Want a Clearer Publishing Plan

Try it:

OUTCOME-FOCUSED SUBTITLE

Formula: [ACTION] + [DESIRED RESULT]

Example: Organize Your Weekly Meals Before You Shop

Try it:

USE-CASE SUBTITLE

Formula: Use It to [SPECIFIC TASK OR SITUATION]

Example: Use It to Review Your Listing Before You Publish

Try it:

INCLUDED-CONTENT SUBTITLE

Formula: Includes [KEY COMPONENTS]

Example: Includes Monthly Income, Expense, and Planning Worksheets

Try it:

CONVENIENCE-FOCUSED SUBTITLE

Formula: [ACTION] Without [COMMON COMPLICATION]

Example: Organize Your Publishing Week Without Building a Complicated System

Try it:

FORMAT-FOCUSED SUBTITLE

Formula: [FORMAT] for [USE OR OUTCOME]

Example: Printable Planning Worksheets for Organizing Your Weekly Priorities

Try it:

PROBLEM-FOCUSED SUBTITLE

Formula: [ACTION] Before [PROBLEM OR UNWANTED SITUATION]

Example: Catch Missing Listing Details Before You Publish

Try it:

BUILD SUBTITLES FOR YOUR SHORTLIST

For each shortlisted title, write at least two possible subtitles. The purpose is to see how the title changes when paired with different supporting information.

TITLE OPTION 1

Title:

Subtitle A:

What does Subtitle A add?

Subtitle B:

What does Subtitle B add?

TITLE OPTION 2

Title:

Subtitle A:

What does Subtitle A add?

Subtitle B:

What does Subtitle B add?

TITLE OPTION 3

Title:

Subtitle A:

What does Subtitle A add?

Subtitle B:

What does Subtitle B add?

TITLE OPTION 4

Title:

Subtitle A:

What does Subtitle A add?

Subtitle B:

What does Subtitle B add?

OPTIONAL TITLE OPTION 5

Title:

Subtitle A:

Subtitle B:

RUN THE NO-REPETITION TEST

Review each Title + Subtitle pair. Some repetition is natural; the problem occurs when the subtitle simply restates the title.

- ☐ Does the subtitle provide new information?
- ☐ Does it clarify something the title leaves open?
- ☐ Does it avoid unnecessary repetition?
- ☐ Does it sound natural when read directly after the title?
- ☐ Is every claim accurate?

☐ Does it help the buyer understand the product more quickly?

Words or ideas I am repeating too often:

Information I could add instead:

THE TITLE + SUBTITLE SWAP TEST

Sometimes a title is trying to carry information that would work better in the subtitle. Test that possibility before finalizing your combinations.

CURRENT VERSION

Title:

Subtitle:

ALTERNATE VERSION

Revised Title:

Revised Subtitle:

Which version is easier to understand?

- ☐ Current version
- ☐ Alternate version
- ☐ Neither - I need another combination

Why?

CREATE YOUR FINAL TITLE + SUBTITLE PAIRS

Choose your strongest combinations. Do not select the final winner yet.

FINALIST A

Title:

Subtitle:

Why this combination works:

FINALIST B

Title:

Subtitle:

Why this combination works:

FINALIST C

Title:

Subtitle:

Why this combination works:

FINALIST D

Title:

Subtitle:

Why this combination works:

OPTIONAL FINALIST E

Title:

Subtitle:

Why this combination is still worth considering:

BEFORE YOU MOVE ON

- ☐ The title clearly identifies the product or gives it a strong identity.
- ☐ The subtitle contributes meaningful new information.
- ☐ The title and subtitle do not unnecessarily repeat each other.
- ☐ The complete combination is easy to understand.
- ☐ The wording sounds natural when read aloud.
- ☐ The combination accurately represents what the buyer receives.

☐ Any outcome or benefit language is reasonable and supportable.

☐ The combination is informative without becoming overloaded.

You now have 3-5 complete Title + Subtitle finalists.

SCORE, SELECT & SAVE YOUR FINAL NAMING PACKAGE

You have done the brainstorming. Now it is time to make the decision.

The exercises below give you a consistent way to compare your options against the things that matter most:

CLARITY + SPECIFICITY + RELEVANCE + ACCURACY + READABILITY

When you finish this section, you will have a complete naming package ready to use.

SCORE YOUR FINALISTS

Score every statement from 1 to 5: 1 = Very Weak, 2 = Needs Work, 3 = Acceptable, 4 = Strong, 5 = Excellent. Judge each combination from the buyer's point of view.

PRODUCT CLARITY

Can someone reasonably understand what is being offered?

Score: _____ / 5

SPECIFICITY

Does the wording provide enough detail to distinguish the product from something generic?

Score: _____ / 5

BUYER RELEVANCE

Does the combination communicate information that matters to the intended buyer?

Score: _____ / 5

NATURAL WORDING

Does the title and subtitle sound natural rather than forced, awkward, or overloaded?

Score: _____ / 5

IMMEDIATE COMPREHENSION

Can the basic offer be understood quickly without requiring the buyer to decode the wording?

Score: _____ / 5

DIFFERENTIATION

Does the combination provide enough identity or specificity to avoid feeling interchangeable with every similar product?

Score: _____ / 5

TITLE + SUBTITLE TEAMWORK

Do the title and subtitle add information to one another rather than unnecessarily repeating the same message?

Score: _____ / 5

WORD EFFICIENCY

Is the combination free from words that add little useful information?

Score: _____ / 5

ACCURACY

Does the wording accurately represent the product, format, audience, contents, and outcome without exaggerating what the buyer receives?

Score: _____ / 5

OVERALL STRENGTH

Taken as a complete naming package, how confident are you that this combination represents the product clearly and professionally?

Score: _____ / 5

TOTAL: _____ / 50

A higher score does not automatically make a title the winner. The score helps reveal strengths and weaknesses that are easy to overlook when judging entirely by instinct.

COMPARE YOUR FINALISTS

FINALIST A

Title:

Subtitle:

Score: _____ / 50

Strongest quality:

Biggest weakness:

FINALIST B

Title:

Subtitle:

Score: _____ / 50

Strongest quality:

Biggest weakness:

FINALIST C

Title:

Subtitle:

Score: _____ / 50

Strongest quality:

Biggest weakness:

FINALIST D

Title:

Subtitle:

Score: _____ / 50

Strongest quality:

Biggest weakness:

OPTIONAL FINALIST E

Title:

Subtitle:

Score: _____ / 50

Strongest quality:

Biggest weakness:

READ THE SCORES CORRECTLY

If one option scores noticeably higher, that is useful evidence. If several finish within a few points, treat them as genuinely competitive and look at where they earned or lost their points.

Which finalist scored highest?

Which finalist had the strongest Product Clarity score?

Which finalist had the strongest Buyer Relevance score?

Which finalist had the strongest Title + Subtitle Teamwork score?

Which finalist do I currently believe represents the product best?

RUN THE FIVE-SECOND TEST

A buyer will not see your worksheet. They will see the product. Test your strongest finalist without mentally adding information from the description.

FIVE-SECOND TEST - ROUND ONE

Title:

Subtitle:

What is this?

- ☐ Yes
- ☐ Mostly
- ☐ No

Who is it for, if the audience needs to be specified?

- ☐ Yes
- ☐ Mostly
- ☐ No
- ☐ Audience does not need to be stated here

What does it help the buyer do?

- ☐ Yes
- ☐ Mostly
- ☐ No
- ☐ The outcome does not need to be stated here

Does anything create unnecessary confusion?

- ☐ No
- ☐ Possibly
- ☐ Yes

What might still be unclear?

SAY IT OUT LOUD

- ☐ Awkward word order
- ☐ Repeated words
- ☐ Unnecessarily long phrases
- ☐ Too many descriptive terms
- ☐ Words that are difficult to say together
- ☐ Language that sounds less natural aloud than it looked on the page

Anything I noticed:

OPTIONAL OUTSIDE TEST

If possible, show the Title + Subtitle combination to someone who is not deeply familiar with the product. Do not explain it first.

Ask: "What do you think this product is?"

Ask: "Who do you think would use it?"

Ask: "Is anything about the title confusing?"

You are testing whether the title communicates what you intended - not whether the person personally likes it.

FIX THE WEAK SPOT - NOT EVERYTHING

If the five-second test reveals a problem, identify the specific weakness before rewriting the entire naming package.

WHAT NEEDS IMPROVEMENT?

- ☐ Product type is unclear
- ☐ Topic is unclear
- ☐ Audience is unclear
- ☐ Outcome is unclear
- ☐ Format is unclear
- ☐ Title is too long
- ☐ Subtitle is too long
- ☐ Title and subtitle repeat each other
- ☐ Wording feels awkward
- ☐ Creative name needs a clearer identifier
- ☐ There is too much information
- ☐ Important information is missing
- ☐ Other: _____

Smallest change that could fix it:

Revised Title:

Revised Subtitle:

Run the five-second test again. Stop when the combination communicates the product clearly, accurately, and naturally.

MAKE THE FINAL SELECTION

MY FINAL PRODUCT TITLE

MY FINAL SUBTITLE

WHY THIS VERSION WON

This is the strongest naming package for this product because...

RUN THE FINAL EDITING PASS

CLARITY

- ☐ The product is understandable.
- ☐ Important information is not hidden behind clever wording.

ACCURACY

- ☐ The product type is described correctly.
- ☐ Any format language is accurate.
- ☐ Any audience language is accurate.
- ☐ Any outcome or benefit language is supportable.

READABILITY

- ☐ The wording sounds natural.
- ☐ Unnecessary words have been removed.
- ☐ The title is not overloaded with details better suited to the subtitle.
- ☐ The subtitle adds useful information.

REPETITION

- ☐ The subtitle does not simply rewrite the title.
- ☐ Repeated words are intentional rather than accidental.

SPELLING & PRESENTATION

- ☐ Spelling has been checked.
- ☐ Capitalization is consistent.
- ☐ Punctuation is consistent.
- ☐ Numbers, quantities, or timeframes are accurate.

FINAL APPROVAL

- ☐ I would be comfortable publishing this naming package today.

The final issue I need to fix is:

My correction:

SAVE YOUR STRONGEST ALTERNATIVES

Unused candidates can still supply strong language for product images, promotional graphics, emails, social posts, bundles, landing-page headings, future listing revisions, related products, or testing alternative positioning.

ALTERNATE NAMING PACKAGE 1

Title:

Subtitle:

Where might this language be useful later?

ALTERNATE NAMING PACKAGE 2

Title:

Subtitle:

Where might this language be useful later?

ALTERNATE NAMING PACKAGE 3

Title:

Subtitle:

Where might this language be useful later?

BUILD YOUR TITLE COPY BANK

PRODUCT PHRASES

BENEFIT OR OUTCOME PHRASES

AUDIENCE PHRASES

PROMOTIONAL PHRASES

YOUR FINAL NAMING RECORD

PRODUCT TITLE

SUBTITLE

PRODUCT TYPE

PRIMARY AUDIENCE

PRIMARY OUTCOME

FORMAT

STRONGEST ALTERNATE TITLE

STRONGEST ALTERNATE SUBTITLE

FROM RAW IDEA TO FINISHED PRODUCT NAME

You began with five basic building blocks: PRODUCT + TOPIC + AUDIENCE + OUTCOME + FORMAT. You identified which information mattered, built a Title Ingredient Bank, constructed and refined multiple candidates, created complementary subtitles, evaluated complete combinations, and selected the naming package that best represents your product.

DEFINE - BUILD - PAIR - SELECT

You do not need the cleverest product name. You need a name that helps the right buyer understand what you are offering - and gives the rest of your listing a strong place to begin.

Color Me Crazy Club

Practical resources for creating and selling better digital products.

Want more practical resources like this?

Join Weekly Build Drops for new resources, real experiments, and behind-the-scenes lessons from building a digital-product business.