

Use your favorite ***SUPERHERO TRANSFORMATION(S)*** to brainstorm 15 to 20 **Hot Offer** Names.

Checklist for a HOT OFFER Name:

Superhero Transformation Based

The name of your program, product or service should clearly describe your top Superhero Transformation without any further explanation.

Newsworthy

It is exciting, attention grabbing, has a shareable context, and is unique – all of which get people talking about it.

Big Bold Idea

It should be based on one **BIG BOLD IDEA** not on multiple transformations or outcomes as that will be confusing to your clients. Pick your best idea and use that for your Hot Offer Name – I promise we'll use your other ideas to fill in your marketing messages!

Based on YOU!

It has a unique twist based on your core messages, Superhero Transformation, or Message Focuser that makes your products, programs and services unmistakable for any other programs and services.

Concise

Your programs and services name should usually be 2 to 4 words and the subtitle (if any) should usually be 5 to 10 words.

A New Way (optional)

Hints at why your programs and services are different, a new way of doing things and that the old way didn't work so it's not their fault they didn't get the results they wanted.

NAME YOUR HOT OFFER

Use your favorite ***SUPERHERO TRANSFORMATION(S)*** and the ***Checklist for a Hot Offer*** to brainstorm 15 to 20 ***Hot Offer*** Names.

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NAME YOUR HOT OFFER

Position for Profits Production Lab

Use your favorite ***SUPERHERO TRANSFORMATION(S)*** and the ***Checklist for a Hot Offer*** to brainstorm 15 to 20 ***Hot Offer*** Names.

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