Interreg Co-funded by the European Union
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WoDiLab

THE NAME THAT SPEAKS FOR YOU

Discover how the right name attracts the right clients.

ACTION CHECKLIST

☐ **Step 1 – Choose your naming direction**
Identify which strategic naming style best fits your audience, positioning, and credibility.

☐ **Step 2 – Generate multiple name options**
Create 3–5 possible course names using brainstorming, AI tools, or both.

☐ **Step 3 – Check alignment and responsibility**
Evaluate your options for clarity, credibility, and basic legal safety.

☐ **Step 4 – Select your MVP course name**
Choose one strong, strategic name for launch and record it in your Milestone document.

Step 1: Choose Your Naming Direction

Review the six strategic naming directions introduced in the lesson:

1. Clear & Direct
2. Outcome-Focused
3. Method-Based
4. Identity-Based
5. Concept or Metaphor
6. Authority-Framed

Which direction best fits:

- Your audience
- Your positioning
- Your credibility
- Your current stage

Selected direction:

Why this direction fits my course:

Step 2: Generate 3–5 Course Name Options

Now create several possible names.

You may:

- Brainstorm manually
- Use AI tools
- Combine both

If using AI, remember:
The quality of output depends on the clarity of your input.

Before generating names, briefly confirm:

My Micro-Niche:

_____

My Target Audience:

_____

My Core Promise (short version):

_____

Now write 3–5 possible names:

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

Step 3: Alignment & Responsibility Check

Before choosing, evaluate your options.

For each strong candidate, ask:

- Is it immediately clear to my audience?
- Does it match my credibility?
- Does it reflect my delivery format?
- Does it match my current stage (MVP vs Academy)?
- Is it realistic and believable?

Now perform basic checks:

☐ I Googled the name

☐ I checked for similar courses

☐ I checked domain availability (if relevant)

☐ I ensured it is not clearly trademarked

☐ It feels culturally respectful

Notes:

Step 4: Select Your MVP Course Name

Now choose.

Not forever.
Not permanently.
Just for launch.

My selected MVP Course Name:

Why I chose it:

Say it out loud.

Does it feel natural?
Does it feel believable?
Can you confidently stand behind it?

If yes — move forward.

Clarity creates momentum.
Perfection creates delay.

Milestone Submission

For this lesson:

1. Add your selected course name to your **WoDiLab Milestone Tracking Document**
2. Tag your mentor

You earn:

- 1 XP – watching the lesson
- 2 XP – completing the worksheet

- 2 XP – recording your course name

Total: **5 XP**

Your course name is not decoration.

It is positioning.
It is filtering.
It is expectation-setting.

A strong name attracts the right people —
and calmly lets the others pass.

You have now taken an important step in shaping your MVC.