

## CREATORA 6: Choosing Your Name

All right.

You've mapped out your eCourse, organized your lessons, infused it with a theme and your creative inspiration....

But there is one thing missing...?

Oh yes — coming up with a NAME + TAGLINE!!!

These are the things that will peak your customer's interest and inspire them to either investigate your course deeper and hopefully, sign up. Or not.

**Here are the things your name and tagline must communicate:**

1. What are you teaching?
2. What is the transformation you're facilitating?
3. Who is your eCourse for?
4. What is the theme/vibe of your course?

It's time to name your course. Do the exercises below and report back to the campfire with your top 2-3 names and tagline.

**Important:** *Be sure that your name and tagline communicate the four points above.*

**1) Make a list of your top 5-10 Names.**

**2) Make a list of your top 5-10 Taglines.**

**3) Pick your top 2-3 tagline and names and share them at the Campfire for feedback.**

**4) Offer your feedback to at least 5 other people on their favourite names and taglines. Helping is caring!**

**5) Buy the .com immediately once you get your best name so far. Make sure your name is available as a .com ... if it's not, then it's not a valid name. Sorry.**

***If you're struggling to come up with a name, then make a mind map.***

1. *Write the word, "My Course" in the middle of a circle.*
2. *Around the circle, write all of the descriptive words for your course and the transformation it provides.*
3. *Once you've got a full page of paper, start playing with the words - matching them up - and seeing if you can fit together a great name and tagline.*

Remember, don't spend ten bajillion years on this. You can always change the name later. The other thing to remember is, HAVE FUN!!!

When you're done all these steps, tick it off your adventure map!

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eCourse Adventure Guides