

Session 11: Naming Your Concepts & Outlining Your Products

1. Exponentially increase the value and memorability of your idea, technique, and product by NAMING it.
2. Use the "4 Layers of Naming": 1) results-oriented power words, 2) repetitive sounds, 3) rhythm, and 4) powerful unconscious associations.
3. A "Phonological Loop" is the part of our brain that records the last 5 seconds or so of conversation and either forgets or commits it to memory – depending on impact. Repetitive sounds stay in the phonological loop for longer, for example "Double Your Dating" or "David DeAngelo" or "YouTube."
4. Resist the temptation to be overly conceptual; instead talk about benefits, outcomes and tangible results.
5. Every time you come up with a concept, article, or technique - NAME IT. Put a distinct label on everything you do.
6. Use powerful unconscious associations (think Amazon.com and the association with a powerful, wide river in a huge jungle of many species of animals).
7. Whatever content you are creating should have 3 to 7 chunks: 3 to 7 bullets, 3 to 7 action steps, and 3 to 7 chapters. No more than 10 chunks or pieces in any case.
8. Start with an entry-level, front end product that anyone can afford, like a \$20 eBook. If you can't sell an eBook in this range, start over and work on your niche or your marketing.
9. Create an **up-sell product** that is offered during the checkout process for the eBook. You can use a video to up-sell the product. This product should be about 10x the cost of the front-end product.
10. If your niche is related to business or making money, you can charge more. In general when you are targeting an audience with more resources, you can charge more.

