

Naming

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Key takeaways

- Your offer is often not making money because prospects don't know it's for them — they don't know the avatar, the problem solved, or how you'll solve it: making those explicit increases clarity and conversion.
- People want problems solved in specific ways; you must communicate you'll solve the problem the way they want it: this increases perceived fit and willingness to buy.
- Use the MAGIC naming formula: M = Make a magnetic reason, A = Announce the avatar, G = Give them a goal, I = Indicate a time interval, C = Complete with a container word: this structure tells prospects who it's for, what they'll get, when, and why, improving ad/program/bonus effectiveness.
- Aim to include as many MAGIC components as possible (ideally all five; at least three or four): including multiple components (avatar, goal, time, reason, container) strengthens clarity and appeal of the offer.
- Word selection matters because certain words can serve multiple MAGIC components (e.g., "makeover" can be both goal and container): careful word choice lets you pack more meaning into shorter names.
- Use naming for programs, promotions, and bonuses — especially effective on niche/local levels: properly named items increase conversion rates in ads and promotional copy.
- Include a "reason why" in names (e.g., grand opening, back-to-school, limited families) to create urgency/justification for the promotion: this motivates quicker action and increases perceived legitimacy.
- Container words (blueprint, challenge, system, makeover, track, giveaway, transformation) complete the offer name and package the promise: they communicate format/structure and help prospects understand what they're buying.
- If a prospect rejects the core offering, offer an alternative framed and named to match how they want the problem solved (example: nutrition consult after declining gym membership): alternative, well-named solutions can tap different mental "wallets" and often convert better or increase average order value.
- Not everything needs full MAGIC branding, but it's a very useful naming tool for programs/promotions/bonuses: apply it where clarity and conversion matter most.

Checklist

1. Use the MAGIC formula

- Make a magnetic reason (e.g., "free", "88% off", "grand opening", "back to school").
- Announce the avatar (call out who it's for: "mommy", "Lakeway moms", "kids", local audience).

- Give them a goal (the outcome: “lean”, “bikini”, “perfect smile”, “stress release”).
 - Indicate a time interval (e.g., “6 week”, “12 week”, “21 day”, “42 days”, “60 minute”).
 - Complete with a container word (e.g., “challenge”, “blueprint”, “makeover”, “system”, “track”, “giveaway”).
 - Why: this combination tells prospects it’s for them, what outcome they’ll get, when, and why, boosting clarity and conversions.
2. Prioritize including at least 3–4 components
 - Choose the most relevant MAGIC pieces when you can’t fit all five.
 - Why: having multiple components still significantly improves clarity and perceived fit compared to generic names.
 3. Choose words that can serve double duty
 - Pick container or outcome words that can also act as the goal or hint at the avatar (e.g., “makeover” = goal + container).
 - Why: efficient word choice packs more meaning into a short headline, increasing impact in ads and promos.
 4. Name bonuses to match how prospects want the problem solved
 - If someone declines the core offer, offer a well-named alternative (e.g., nutrition consult after rejecting a gym membership).
 - Why: prospects often want solutions delivered differently; naming the alternative correctly taps different mental budgets and can increase purchases.
 5. Add a clear reason/urgency in the name when appropriate
 - Use reasons like “grand opening”, “back to school”, “for 15 families”, “instant relief” or promotional discounts.
 - Why: provides a justification for the promotion and creates urgency/scarcity, prompting faster action.
 6. Use naming in ads, headlines, and lead-ins
 - Apply the name as the ad headline, program title, or bonus label.
 - Why: consistent, clear naming across touchpoints makes the offer recognizable and increases ad effectiveness.
 7. Tailor naming for niche/local offers
 - Include local or niche identifiers (e.g., “Lakeway moms”) when applicable.
 - Why: local/niche naming increases relevance and resonance for targeted audiences, improving conversion.
 8. Test and iterate
 - Try variations with different MAGIC components and container words.
 - Why: find which word choices and component combinations best resonate and convert for your audience.
 9. Use container words that signal format and deliverable
 - Pick words like “blueprint”, “system”, “challenge”, “intensive”, “track”, “giveaway”.
 - Why: these communicate the structure of the offer and set expectations for delivery.

Examples:

- Free six week lean by Halloween challenge
- 88% off a 12 week bikini blueprint
- Free 21 day mommy makeover
- 60 minute make your friends jealous model hair system
- Six week stress release challenge
- Free bend over pain free in 42 days healing fast track
- \$2,000 off celebrity smile transformation
- Lakeway moms, \$1,500 off kids braces
- 12 month to a perfect smile, \$1,000 off for 15 families
- Back to school free braces giveaway
- Grand opening free x-ray treatment, instant relief
- Five clients in five days blueprint
- Seven figure agency 12 week intensive
- 14 day to find your perfect product launch

Naming Note:

- Not every item needs full MAGIC, but strive for at least three components (avatar, goal, time, reason, container) when naming programs, promotions, and bonuses.
- Word selection is crucial because some words can cover multiple MAGIC roles and make names more powerful.
- Properly named alternatives (when core is declined) can tap different mental wallets and often drive higher immediate sales.