



## Name Your Product

### Workbook Contents

1. Read: "Workbook Instructions"
2. Take Action: Download the Workbook
3. Read: "Name Your Product"
4. Read: "Example 1, 2 and 3, Product Naming Worksheet"
5. Take Action: Pick a Product You Need or Want
6. Take Action: List the Details of Your Product
7. Take Action: Write the Final Name of Your Product
8. Read: How to Use the Product Name to Manage Yourself
9. Read: How to Share Your Product Names with Others
10. Take Action: Review Your Product Naming Worksheet
11. Read: Constantly Update the Product Name
12. Take Action: Create a Product Master List
13. Take Action: Save a Product Naming Worksheet for Each Product on Your Master List
14. Take Action: Fill out the Product Naming Worksheet for Each Product
15. Success!



Click the link below to start.

➔ [1. Read: Workbook Instructions](#)

# 1. Workbook Instructions

This *TipsForSuccess* workbook shows you how to master and use a powerful success tool. All you need to do is complete each step of the workbook.

1. Each step in the workbook is either an article for you to read or an action step for you to do.
2. While you can jump around if you like, for best results, do each step in the order laid out in the workbook.
3. After you finish each step, check the red box  and then click the link to the next step .
4. If you stop working on the workbook because it is too easy, too difficult, confusing or irrelevant, or because you simply lose interest, please give us your thoughts with the [Feedback Form](#). We will use your answers to improve the *TipsForSuccess* workbooks, and hope you like our next workbook!
5. After you read these instructions, check the red box below and click the link to go to Step 2.



Done

 [2. Take Action: Download and Open This Workbook](#)

 [Back to Start](#)

## 2. Take Action: Download and Open a Copy of this Workbook

*TipsForSuccess* workbooks are “fillable” or interactive PDFs (Portable Document Files). This means you can check boxes, create lists and make plans with the PDF. For example, in Step 5 you type in one of your objectives. The PDF saves your answer and combines it with your other answers in Step 10.

**However, for the interactive features of the workbook to work properly, you need to download, save and use a copy of the workbook PDF in your device.**

**If you do not use your own copy of this PDF workbook, all of your work will be lost.**

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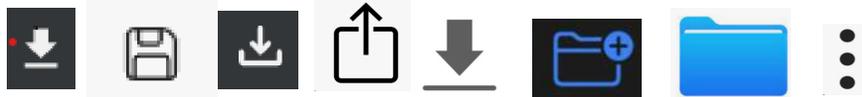
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3. Click “File” at the top left corner and the click “Save As.”
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5. Then “Save As” or “Save to Files” or “Copy” or “Save a Copy.”
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To make sure you have saved and opened the workbook, type a word here: \_\_\_\_\_ and then save your PDF. If you cannot get this to work, click here and [give us your feedback](#).

Done

 [3. Read: Name Your Product](#)

 [Back to Start](#)

## 3. Name Your Product

You can accomplish ANYTHING if you do three things:

1. "NAME YOUR PRODUCT" or describe exactly what you need to create, accomplish or produce.
2. "WANT YOUR PRODUCT" or truly desire that result or product.
3. "ORGANIZE TO GET" or produce the end result.



The first skill is to name your product.

### Definitions

For this workbook, we use three important words with these meanings.

1. "**Product**" is the end result, objective, outcome, target, need or want, as well as a service or physical object.
2. "**Name**" means to describe, define, portray or put something into words.
3. "**Produce**" means to bring into existence, make, create, generate or cause something to happen.

### Why Name Your Products?

**In 1976 L. Ron Hubbard made a discovery that may boost your success rate to new levels, easily and immediately.**

**"IF PRODUCTION IS NOT OCCURRING, THE ABILITY TO NAME THE PRODUCT IS PROBABLY MISSING." -- L. Ron Hubbard**

Naming your products or objectives is a vital, powerful step you take to increase your income, rise to the top in your profession, find the perfect place to live, pay off your debts, land a great job, find a perfect partner, hire terrific employees, start a successful business, improve your performance and so on.

For example, David, a highly-successful business owner, was having a difficult time finding a new wife. Because of his status, wealth and charm, dozens of single women were attracted to him. Yet after months of dating, David was unsuccessful. "I can't decide who I want to be with. It's driving me crazy!"

So he learned to "Name" the mate he was seeking. He described, in writing, every characteristic he wanted in a wife. After a few minutes, he became excited about his list of qualities. ". . . good sense of humor, likes to entertain, wants a big family, lets me eat snacks in bed . . ." He said, "As soon as I meet her, we're getting married!"

Four weeks later he met his mate. Because he had “Named” who he was looking for, he immediately recognized her during a party. He proposed during their third date and they have been happily married for 29 years . . . and they have four awesome children.

As you will learn in this workbook, you can name products or achievements you need to produce each minute, hour, day, week, month, year, decade or lifetime.

## What's the Big Deal?

At first you might think this is silly. “What's the big deal? Why is naming a product so important to my success? Don't we all do it naturally?”

Well, many people do not actually get their products. They do not produce enough products or their products are not valuable.

Many people fake their production, depend too heavily on others, produce bad products or simply fail.

**Everyone wants rewards, but figuring out how to PRODUCE the services, products, objectives or accomplishments they need to EARN their rewards is not that easy.**

They lack the actual ability to name their products. It's the last thing they think is wrong, but is the first skill they need to master.

## Be Specific and Realistic

The more specific and realistic you are when you name the product, the more likely you will get it.

For example, if the boss tells a staff member, “Get busy, Bob” you will see lots of action, but may not see any products. Bob accomplishes much more when the boss names the product he wants: “Scan and upload these documents to the related customers' records by noon. Any questions Bob?”

Parents who name products with their kids have happier, more productive children. For example, “Clean up this mess!” is not nearly as effective as “Pick up all the toys on the rug and put them in your toy box over there, right now, okay? GO!”

A manager, who is looking for a new employee, has problems if he wants to “Hire someone.” His chances of success are much higher when the manager names the product specifically, such as “Find a cheerful A-Performer with at least one year of experience, three great references, willingness to work on Saturdays, lives within 20 minutes and happy to earn \$35 per hour plus bonuses and benefits.”

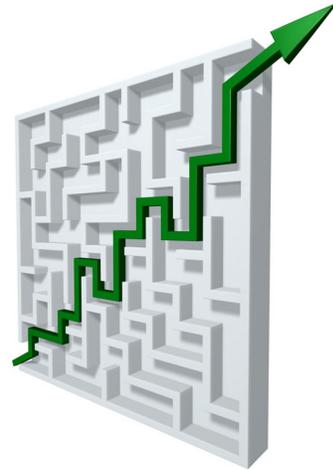
If you fail to name your end result, you waste time and energy. For example, you say, “I have to get some money fast!” You then jump from one opportunity to another. You might have fun, but you accomplish nothing.

Your chances of success are much greater if you give your objective a better name. “I need to earn \$5000 in commissions by the end of the month. To do this, I need to produce the following,,,”



## Five Benefits of Naming Your Products with this Workbook

1. You sharpen your mental focus on one specific thing, not a vague, generalized category of things.
2. Your path to success becomes clear. You see the actions you need to take. Your strategy becomes obvious.
3. You know exactly what you need and want other people to produce to help you accomplish your products.
4. When the real world kicks in and stops you, you simply update your product's name and continue onward. You are unstoppable.
5. You make orderly progress toward your goals, one product at a time.



**To name a product properly, use the “Product Naming Worksheet” which is part of this workbook.**

### The Product Naming Worksheet

To help you name products, fill out one of these worksheets for each of your products. Three examples are next in this workbook.

Done

[→ 4. Read: Example 1, 2 and 3, Product Naming Worksheet](#)

[← Back to Start](#)

# Example #1

## Product Naming Worksheet

**Name/Position/Activity** Julie Johnson Photography

**Date** 2/4/2022

### 1. Initial Wording of the Product

Great pictures of weddings and other special events.

### 2. Details about the Product

Technically perfect photographs  
Professional lighting and poses  
Backgrounds and colors that make people look good  
Artistic, eye-popping, stunning, awesome  
Very happy clients  
Make people look their very best  
Preserved memories of important events  
Unnoticeable photo editing  
Images that sell themselves  
Happy people who hire me again and refer their friends

### 3. Final Wording of the Product

Professionally created artistic images that show people at their best during memorable moments.

### 4. Plan to Implement

1. Print a sign with the product name for my office wall.
2. Add versions of the product name to my website and social media.
3. Tape it inside my camera case so I see it before each shoot.
4. Do whatever I need to do to get this product with every client.

## Example #2

### Product Naming Worksheet

**Name/Position/Activity** ABC Home Builders, Owner      **Date** 2/20/22

#### 1. Initial Wording of the Product

A beautiful house at a fair price.

#### 2. Details about the Product

Better-than-average quality new house

Completed on time

Price is competitive, but profitable

Meets buyer expectations

Excellent communication with buyer, suppliers, subcontractors and county officials

Buyer loves the design and plans

Well built, meets or exceeds building codes

#### 3. Final Wording of the Product

Completely built house that meets or exceeds the buyers needs and wants at a fair profit for ABC Homes.

#### 4. Plan to Implement

1. Put a wording of the product name on our website and under my email signature.

2. Announce the name at our crew meeting on Monday.

3. Put the wording at the top of the ABC Home Builders Policy Manual.

4. Use it to sort out decisions and priorities from now on.

## Example #3

### Product Naming Worksheet

**Name/Position/Activity** Steve and Mary's Marriage **Date** 4/2/22

#### 1. Initial Wording of the Product

Happily married

#### 2. Details about the Product

We have long-term and short-term goals we both want and can work on. We communicate about anything either person wants. Never go to sleep with negative emotions between us. Instead, talk it out. Have good manners and look nice for each other. Have sex that is enjoyable to both of us on a regular basis. Discuss all purchases over \$100 before buying. Both of us can communicate with anyone, but no hidden communications. Do the jobs we agree to do. Steve makes the money and handles the cars. Mary manages the money and handles the household chores. Regularly do things to improve our relationship and make the other person happier.

#### 3. Final Wording of the Product

A relationship where we communicate, take care of each other, agree on important details and constantly work to improve our marriage.

#### 4. Plan to Implement

We will take a few hours on Saturday night and set our goals.

Done

 5. Take Action: Pick a Product You Need or Want

# 5. Take Action: Pick a Product You Need or Want

Let's now go through the steps for using the Product Naming Worksheet. You will work out the perfect name for one of your own products (objective, end result, accomplishment, etc.).

**Pick a product that you want and write it in the box below.**

## Ten Examples

1. Do better at work
2. Make more money
3. Hire a new staff member
4. Fix our marriage
5. Do something with those two jerks on my team
6. Bring in a lot more new clients
7. Have more energy
8. Make my patients/clients/customers happier
9. Create a successful business
10. Buy something expensive



Write your first product here. A copy of your text will appear later in this workbook.

### 1. Initial Wording of the Product

Done

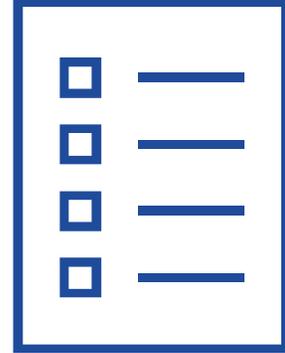
[→ 6. Take Action: List the Details of Your Product](#)

[← Back to Start](#)

## 6. Take Action: List the Details of Your Product

To help you write an awesome name for your product, list the important details of this product. Consider questions like these:

1. How will you know when you have produced this product?
2. What will it look like or be like?
3. What problem does your product solve?
4. Can it be better than average?
5. How will you measure it, like a statistic on a graph?
6. Is it something you can realistically produce?
7. Is it an honest and ethical product?
8. When or how often will it be done?
9. How valuable will it be to you?
10. Will other people find it valuable?
11. Can you control the production of all aspects of this product?
12. Can you or others produce this product in increasingly greater amounts?



Write the details of your product below. Your list will magically appear later in the workbook.

### 2. Details about the Product

Done

[→ 7. Take Action: Write the Final Name Your Product](#)

[← Back to Start](#)

# 7. Take Action: Write the Final Name of Your Product

Based on the details you listed for your product, write the Final Name.

**Your Final Name should summarize the details. When possible, write a wording that is simple, clear and short.**

## Twelve Examples of Initial Product Names and Final Product Names

1. **Example #1 for Job Performance**
  - a. Initial Name: Happy boss who pays me.
  - b. Final Name: Produce my \_\_\_(work)\_\_\_ as quickly as possible with perfect quality and care.
2. **Example #2: Money**
  - a. Initial Name: Make more money ASAP
  - b. Final Name: Fix the Corvette and sell it for \$25,000 by the end of the month
  - c. Another Final Name: Weekly payment of \$5000 for 30 daily web pages that delight our customers and make them want to buy more.
  - d. Another Final Name: 10 happy clients who buy my one-year accounting service package this month for \$1500 each.
3. **Example #3: Marriage**
  - a. Initial Name: Fix our marriage
  - b. Final Name: Create a relationship that gives both of us joy from spending time together, having sex and reaching shared goals.
4. **Example #4: Team Leader**
  - a. Initial Name: Better team with no jerks
  - b. Final Name: Create a team of 100% cheerful professionals who support each other and generate record-breaking products each month.
5. **Example #5: New Client Sales**
  - a. Initial Name: More new clients
  - b. Final Name: Happy new clients who understand our program, agree with our proposal, have signed our contract and paid in full
6. **Example #6: More Energy**
  - a. Initial Name: Have more energy.
  - b. Final Name: Create plenty of energy to produce my work products through healthy habits.
7. **Example #7: Video Creation Sales Director**
  - a. Initial Name: Sell new video projects.
  - b. Final Name: New users to our video service who understand what we promise, are happy with the fee, sign the contract and excited to get started.
8. **Example #8: Accounts Payable Director**
  - a. Initial Name: Paid bills
  - b. Final name: All due payments are checked for accuracy, approved for payment and paid on time.

9. **Example #9: Apartment Building Manager**
  - a. Initial Name: Tenants who pay their rent.
  - b. Final Name: Tenants who live in a well-maintained apartment building, are delighted with our services, pay their rents on time and feel at home.
  
10. **Example #10: Airline Pilot**
  - a. Initial Name: Fly passenger planes.
  - b. Final Name: Precisely flown aircraft with maximum safety and comfort for all crew and passengers.
  
11. **Example #11: Dentist**
  - a. Initial Name: Happy patients with healthy teeth.
  - b. Final Name: Patients who are delighted with their high-quality dental care and awesome staff support.
  
12. **Example #12: Executive Director**
  - a. Initial Name: Company profit
  - b. Final Name: Cheerful, well-organized and expanding organization that provides above-average services to its happy customers, at a profit.

Write your Product Final Name here. It will appear later in this workbook.

**3. Product Final Name**

Done

 [8. Read: How to Use the Product Name to Manage Yourself](#)

 [Back to Start](#)

## 8. How to Use the Product Name to Manage Yourself

To get your final product, keep your product names in mind. It's like when you travel, you need precise destinations. You then use your destinations to make your decisions and guide your travels.

### Examples

1. "Improve my health with exercise each morning."
2. "Have more courage by using optimism, honesty and kindness each time I feel nervous."
3. "Increase my production statistic to 50 this week."
4. "Put \$1000 into savings this month by controlling my spending."
5. "Make everyone I see today a bit happier."



### Recommendations

1. **Put the names of your products where you will see them.**

For example, create notes on your home page, reminders on your calendar, sticky notes on your desk or whatever works for you.

2. **Keep a clear picture of your products in mind so you know what to do.**

For example, you think, "What should I do today? Oh! I know what to do. My product is \_\_\_\_ so to work on that, I'm going to \_\_\_\_."

3. **Use your product names to select your best priorities.**

For example, "Well, I could handle my email, call Sarah or start on this new software. To get my product my first priority is to talk to Sarah ASAP."

Or "Should I replace my car? Well, my highest priority product right now is to learn this software, not look for cars. My old Toyota is fine, for now. It's time to go through the software's tutorials."

4. **Use your product names to make correct decisions.**

For example, "I need to move, so where should I live? Well, I'll be needing to visit customers homes near Sacramento, so it would be best to move to that area." Or "I can get my product entirely online with no face-to-face activities. So I'll move to an area with terrific internet speeds and low housing prices."



## Take Action

How will you remind yourself of your final name wording? What steps will you take to ensure your product names are in your mind at all times?

Write your plan in this box.

### 4. Plan to Implement with Self

Done

[→ 9. Read: How to Share Your Product Names with Others](#)

[← Back to Start](#)

## 9. How to Share Your Product Names with Others

If everyone involved in the production of the product knows the name of that product, you earn several benefits..

### Six Benefits

- As a boss, your team knows exactly what end result you expect from them. They know how to earn their pay.
- They can use the product name to guide them in their priorities, decisions and plans.
- If you work for a boss, you name your product and get agreement from your boss for that name, you and your boss get on the same page.
- Your marriage is much happier when you and your spouse have named the products of your marriage.
- You produce your product more efficiently when your partners, co-workers or colleagues are working with you.
- Everyone who should know what you need and want will have a clearer understanding of what you are doing.



### Ten Examples of Sharing Product Names

1. **Teacher to students:** “By the end of this hour, you will know how to use math to measure the size of a floor.”
2. **Artist to client:** “When I am done, this painting will make everyone who comes into your home pause and smile.”
3. **Family Project:** “Bill and Joan, we need to remodel the basement by March so grandma can live with us in comfort and style.”
4. **Beauty salon staff meeting:** “Okay team, today we will make everyone look their very best. It's the final result of our work. So what do we do here? Everyone say it: 'We make everyone look their very best.' Tell everyone who comes in the shop today, okay?”
5. **Parents to teenager:** “We want to give you the knowledge and skills you need to be happy and successful in your life, on any path you choose to follow.”
6. **Bowling alley staff meeting:** “We will give all of our customers a fun and healthy experience.”

7. **Marriage:** “Chris, I think a terrific goal for us is to buy a bigger house in a nicer neighborhood for our family. What do you think?”
8. **Employee to Boss:** “Sir, I want to make sure I will produce what you need and want from me. The wording I've come up with is this: 'Professionally installed alarm systems for customers who know how to operate their systems so they are protected and 100% satisfied.' will that be the correct result from my work?”
9. **Business partnership:** “Bob, Linda and Jose, our job is to make our clients' enjoy a significant return on their investment with us by creating websites that generate a terrific experience for their visitors who then buy our clients' services or products.”
10. **Construction Manager to construction crew:** “Okay team, we are not building a new wall and we are not building another office building. What are we doing? We are creating a beautiful and functional masterpiece that will last for centuries. Let's always keep that in mind, okay?”

## Recommendations

1. Post the wording on signs where other people will see them.
2. Add product names to emails and other internal communications.
3. Announce and update product names in meetings.
4. Ensure the product name is included in all strategies and plans.
5. When working with customers or clients, talk about your product name.
6. Be flexible. Reword the product name to align with everyone else's needs and wants to get them onboard.
7. Include the product name on your website, newsletters, promotional material or other public communications.



## Take Action

**If others are involved with the production of your first product, how will you share the name with them?**

How will you get them to agree to make the product one of their highest priorities?

How will you get them to keep the product in mind at all times?

Write your plan in the box on the next page. It will appear in the Product Naming Worksheet on the following page.

## 5. Plan to Implement with Others

Done

 10. Take Action: Review your Product Naming Worksheet

 Back to Start

# 10. Take Action: Review Your Product Naming Worksheet

Your answers from earlier pages are in this worksheet. You can edit your answers as you wish.

<b>Product Naming Worksheet</b>
<b>1. Initial Wording of the Product</b>
<b>2. Details about the Product</b>
<b>3. Final Wording of the Product</b>
<b>4. Plan to Implement with Self</b>
<b>5. Plan to Implement with Others</b>

Done

 [11. Read: Constantly Update the Product Name](#)

 [Back to Start](#)

# 11. Constantly Update the Product Name

The more specifically and realistically you name your product, the more likely you are to get it.

For example, you want to buy a house. You see a house that looks nice and talk to the real-estate agent. She asks, "Can you afford this? It's pretty expensive. Maybe a condo would be better for you."

You decide to wait and think about it. You just do not know what you want.

You then learn a little about naming a product and decide, "All I want is a house I can afford."



You also use an online calculator and discover you can afford to buy a \$500,000 house. You call the real-estate agent who gives you a few addresses.

You look at these houses that cost around \$500,000 and get depressed. "They're all dumps!"

**But you now have knowledge about the real world. You get smart and use the Product Naming worksheet.**

In the second box of the worksheet you write down four details to describe the product (house) you are seeking.

- No more than \$500,000
- Nice looking or potentially nice looking
- Quiet, at least five miles away from traffic noise
- 1500 square feet or more

You give this product a final wording, "Affordable, nice-looking, quiet house that is large enough for my needs."

You tell the agent who gives you five candidates that fit your list. You look at them find two are too far away, one has a neighbor house with gang graffiti on it and the last two have no yards.

You update your description to add three more details.

- Low-crime area
- In Washington County
- Small yard or a lot that is at least 5000 square feet

You update your final wording to, "Affordable, nice-looking, quiet house that is large enough for my needs in a low-crime area in Washington County with a small yard."

Your agent then sends you two listings that might fit your needs. You are excited!

When you look at them, you realize you need to add EVEN MORE details to your product name.

- No mold in the walls
- Neighbors who keep their houses looking nice
- Room to park two cars off the road

You update your final wording to, “Affordable, nice-looking, mold-free house in a nice, low-crime area of Washington County, large enough for my needs, with a small yard and off-street parking.”

You update your agent who calls you a week later. “I think I have found it! It meets all your requirements.”

You jump in your car and realize she is right! The house matches the product you named. You buy this house with no doubt or hesitation and live happily ever after.

## Six Uses

Updating your product details and final name can help you solve these problems.

1. **You discover the product is too difficult for you to produce.**

For example, your product of “Get promoted to the regional director of ABC Brick Manufacturing” means you need to wait for three other competent managers to get the job, then wait for them to quit or retire before you get your product.

So you update your product name to “Get a job or promotion in a brick manufacturing company that pays me 20% more.”

2. **The product has no value to anyone.**

For example, “Unsalted broccoli chips” is unappealing to investors, but “Garlic-onion veggie snacks” gets more interest.

3. **You abandon the product, but then later, you decide to make it go right.**

For example, “I gave up on my dream to build an electric boat last year, but I just realized I can build an electric boat using solar energy!”

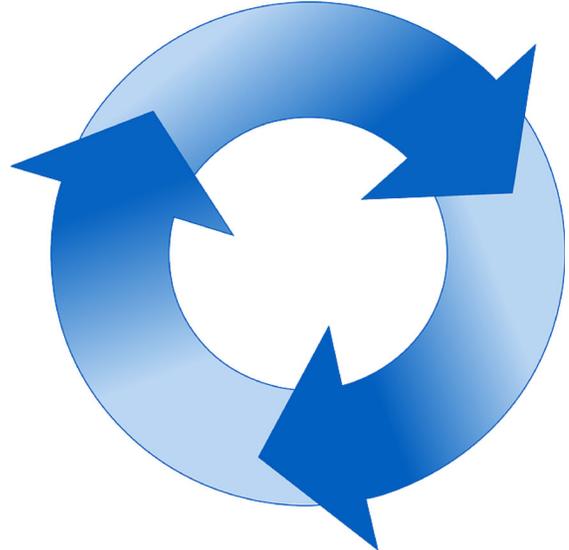
4. **You get resistance to producing the product.**

For example, “We need to produce twice as many bikes just to cover our bills” is not very popular. However, this other product name gets total support: “We need to make our bikes the best in the world so we all get rich.”

5. **It's taking too long to get the product.**

You keep hitting delays, problems or distractions. You find yourself waiting for others. Or your estimates of time, effort or money are too low,

So you update your product and realize many of the details are unnecessary so you cut them out. Or you make speed the highest priority and find faster ways to get the product.



6. **You lose your motivation to produce the product.**

For example, “I always wanted to marry 'a tall handsome millionaire' but I gave up and went into a dating slump. Now I realize that product name is silly. What I really want is to marry 'an intelligent responsible man who supports my clothing line.' I already know three candidates. This is exciting!”

## **Exercise**

Take a fresh look at your first Product Naming Worksheet from [Step #10](#). Add any new details you should add. Update the final wording, as well.

## **How Do You Know When You Have Written the Right Name for Your Product?**

As soon as you write the best, exactly right Final Product Name, three things happen.

1. You know you have faced the hard cold facts of the real world. Your product name is based on reality, not fiction or imagination.
2. You know how to get your product, no matter how large or difficult it might be. You see the path. You have no doubt that you can produce the product
3. You get real progress. You see results. You produce the product.

**Life is good.**

**Done**

 [12. Take Action: Five Steps to Success with Your Naming Skill](#)

 [Back to Start](#)

# 12. Take Action: Create a Product Master List

Write down all the end results, objectives, outcomes, targets, services or physical objects that are important to you.

List them in the "Product Master List" PDF worksheet. You can download this worksheet with the link at the end of this workbook.

## Examples

1. Create a new source of income.
2. Find an awesome staff member, partner, coach, etc.
3. Break a bad habit like smoking, drinking or eating sugar.
4. Upgrade your mood, confidence, peace, happiness and joy in life.
5. Help someone reach his or her goals.
6. Start a new business, expand your current business or form an important non-profit group.
7. Find a spouse, get married and raise a big happy family.
8. Write a new proposal, find a great job or get promoted to a specific position.
9. Create a fantastic video, website, app, book, screenplay, or a solution to an old problem.
10. Buy an expensive service or possession.

Product Master List (Sample only; see last page for download link)				
Initial Product Name	Final Product Name	Date Named	Dates Updated	Success Date

Done

 [13. Take Action: Save a Product Naming Worksheet for Each Product on Your Product Master List](#)

 [Back to Start](#)

# 13. Take Action: Save a Product Naming Worksheet for Each Product on Your Product Master List

To do this, use the Product Naming Worksheet. See the download link at the end of this workbook. Then save the PDF to your computer or other device [like you did with this workbook](#).

Create copies of the worksheet PDF with file names that match the product names.

## Worksheet File Name Examples

1. "Clean-Garage-Worksheet.pdf"
2. "Hire\_Receptionist.pdf"
3. "Shipping\_Manager\_Product.pdf"
4. "Partner\_Search\_Worksheet.pdf"
5. "stop\_smoking.pdf"
6. "New-Income-Source.pdf"
7. "MyMoodWorksheet.pdf"
8. "Vacation.pdf"
9. "Get\_Certified\_Worksheet.pdf"
10. "Work\_Stats.pdf"

Product Naming Worksheet	
Name/Position/Activity _____	Original Date _____
1. Initial wording of the product	
2. Details about the product	
3. Final wording of the product	
4. Plan to implement	

Done

 [14. Take Action: Fill out the Product Naming Worksheet for Each Product](#)

 [Back to Start](#)

# 14. Take Action: Fill out a Product Naming Worksheet for Each Product

To summarize the steps to naming a product:

1. Select a Needed Product
2. List the Product Details
3. Write the Final Product Name
4. Use the Name to manage yourself and others
5. Constantly update your Product Naming Worksheet.

## When to Update Your Product Naming Worksheet

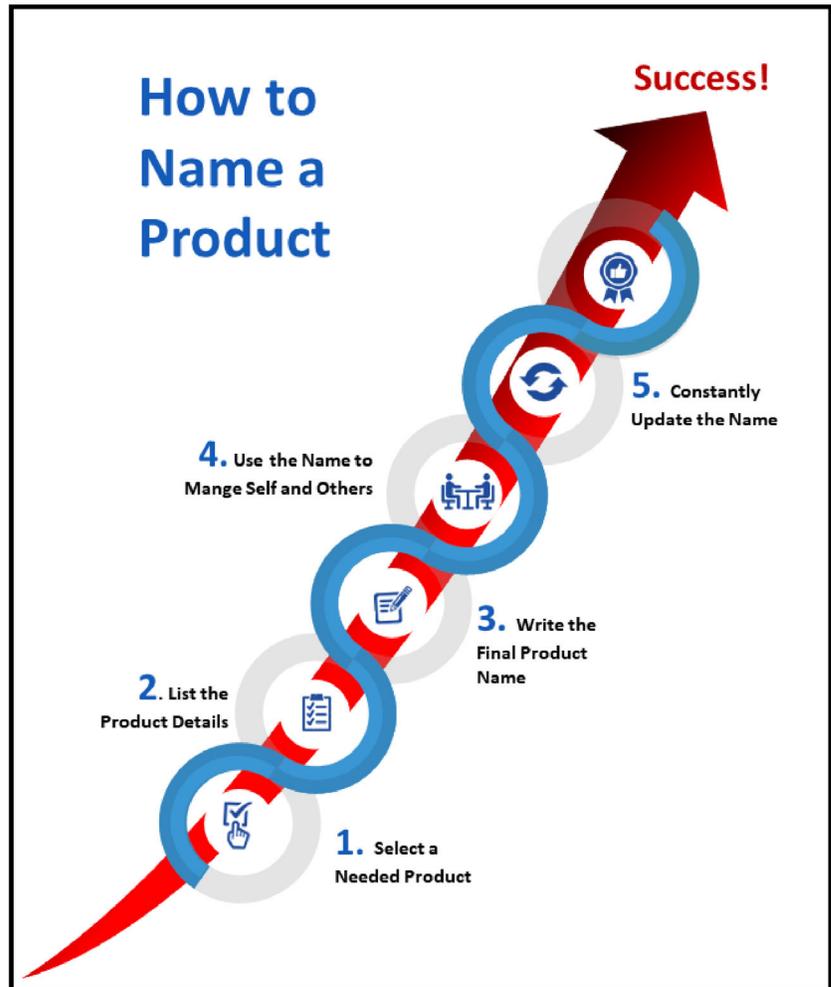
- Producing the product is too difficult
- You discover the product has no value
- You give up, but then decide to make it go right
- You run into too much resistance
- It's taking too long to produce the product
- You lose your motivation

It's also a good idea to update the details and name of your product even if you are making progress. You might come up with a faster, easier or better way to get it!

Done

 15. Success!

 Back to Start



# Success!

By completing each step of this *TipsForSuccess* workbook, you have mastered the important skill of naming products.

You are on your way to producing any product you want.

**Pat yourself on the back!**

**Get some ice cream!**

**Have a party!**



## Download Links

**Warning: Save your copy of this workbook before clicking.**

Done

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## Feedback

### Feedback Form



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Thank you.