

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

*to create a 'must-have' reaction from
your ideal clients*

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

*so you can confidently talk about it,
promote it, and invite people to join*

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

in a way that makes people go bonkers for it

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

so you can start filling your program today!

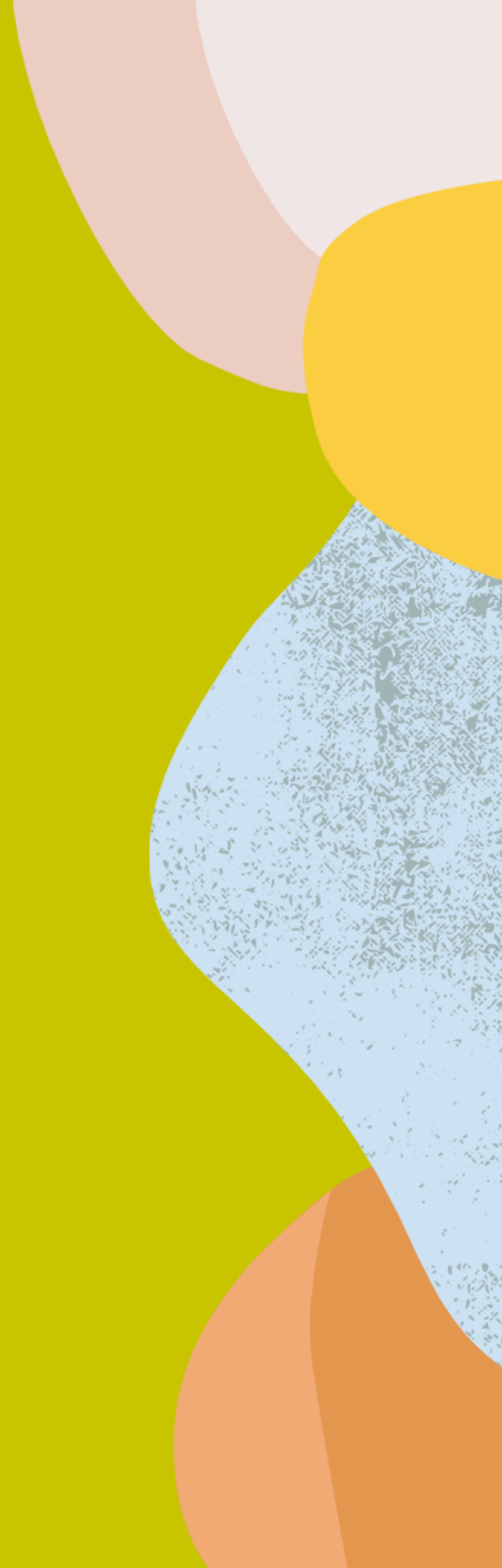
YOU'LL WALKAWAY WITH:

- ▶ **How to make your program sound irresistible - even if this is your first one**
- ▶ **The secret to getting people interested to buy without writing a big, long sales page and launch sequence (perfect if you want to fill it fast!)**
- ▶ **My personal templates you can use to whip up program titles & descriptions in 20 minutes or less**



JENN MAYERS

Conversion Copywriter



PROGRAM TITLES

PROGRAM TITLES

what is a program title?

NOT a place to highlight how you
do what you do

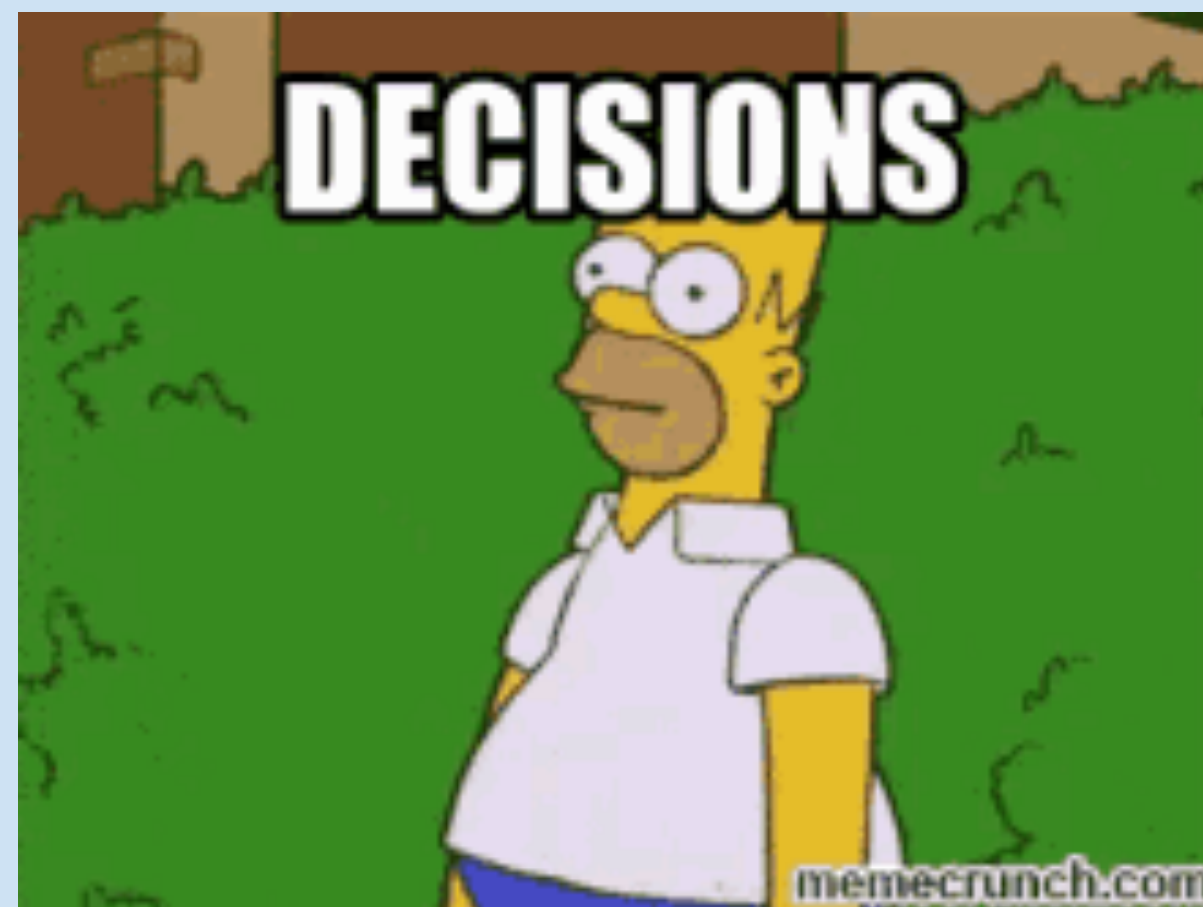
NOT about being clever or cute

NOT about you

#1 BIGGEST MISTAKE:

**Making the Program Title
About A Process or What The
Course Creator Thinks is
Most Valuable**

*instead of the big result and what your ideal clients
think is most valuable*



Your Program Title is a Decision Point.

TITLE TIPS

- ▶ **Know your idea client** for the program.
- ▶ **Know their top of mind problem** that your program can solve.
- ▶ **What is the big result** (the opposite of their problem) that your program delivers?
- ▶ **Drill it down to 5 words or less.** 3 or less is better.
- ▶ **Keep it S.C.D.** (simple, clear, direct)

TEMPLATE	EXAMPLE
{Desire Adjective} + {Program Topic}	High Profit Programs Automatic Enthusiasm Revved Up Romance For 50+ Couples
{Program Topic} + {Structure}	Money Making Program Blueprint Fast Freebie Formula B-School
{Program Topic} That {Desired Outcome}	Make Videos That Sell Hot Love That Lasts Neck & Shoulders That Relax
{Who They'll Be In Relation To Their Problem}	Inbox Celebrity Big Money Business Coach CEO Diva
{Desired Outcome}	Get Clients From Facebook Consistently Accomplish Your Goals Square In The Saddle In 7 Weeks

FABULOUS!



PROGRAM DESCRIPTIONS

PROGRAM DESCRIPTIONS

*A.K.A How I was able to fill my first
program without having a title*

PROGRAM DESCRIPTIONS

*A.K.A How to talk about your program so you
can start filling your program TODAY*

Grab a piece of paper.

1. What's the big thing participants will be able to do as a result of going through your program?
(hint: it's related to the big promise and program title)
2. What's something your audience thinks is hard but your program makes easy?
3. What tangible tool/resource will they get when they join?



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TEMPLATE

I'm thinking of creating a program about {insert program topic}. It would cover things like:

- How to {answer to Q1}
- The secret to {answer to Q2}
- You'll get {answer to Q3}

Is this something you'd be interested in?

TEMPLATE

I'm thinking of creating a training about [how to name & describe your online programs](#). It would cover things like:

- How to make your program sound irresistible - even if this is your first one
- The secret to getting people interested to buy without writing a long sales page or launch sequence (perfect if you want to fill it fast!)
- My personal templates you can use to whip up program titles & descriptions in 15 minutes or less

Is this something you'd be interested in?

**Jenn Mayers**
22 April at 10:00 · 🧑🏻‍🦱

I'm thinking of creating a training about how to name & describe your online programs. It would cover things like:

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- My personal templates you can use to whip up program titles & descriptions in 15 minutes or less

Is this something you'd be interested in?

  Ashwin Vaidya, Sharron Mayers and 20 others


 Like  Comment  Share

2020 April

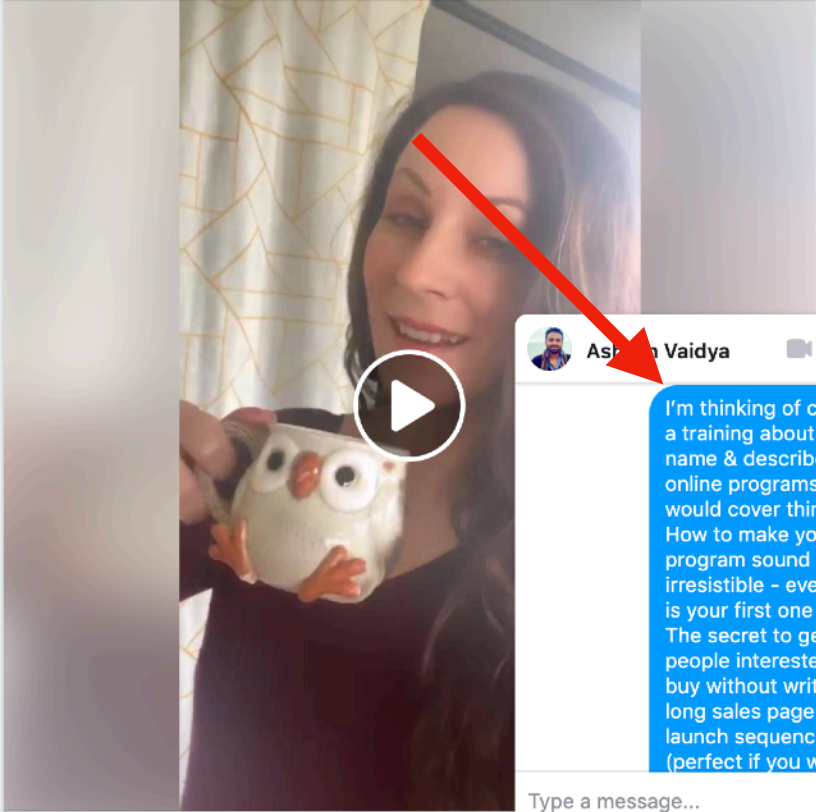
Manage posts


List view

Grid view

**Jenn Mayers**
18 April at 10:25 · 🧑🏻‍🦱



Just me and my owl mug gettin' some last-minute quality time before we go LIVE with Dear Courageous Heart.
Have you gotten your ticket to the show yet? We go live in 30!
Link here: <https://www.jennmayers.com/dear-courageous-heart...>
[See more](#)










**Ashwin Vaidya**

I'm thinking of creating a training about how to name & describe your online programs. It would cover things like:
How to make your program sound irresistible - even if this is your first one
The secret to getting people interested to buy without writing a long sales page or launch sequence (perfect if you want to

Type a message...

  Sharron Mayers, Christina Solstad and 8 others

RECAP

PROGRAM TITLES

- ▶ **Program Titles are a Decision Point.** They are NOT the place to talk about you or how you do what you do.
- ▶ **Start from the t.o.m. problem** it solves.
- ▶ **Make it 5 words or less.** 3 or less is better.
- ▶ **Keep it S.C.D.** (simple, clear, direct)

PROGRAM DESCRIPTIONS

- ▶ **Start with your 3 bullet points:**
 - ▶ How to {what they'll be able to do that they can't right now}
 - ▶ The secret to {something they think is hard that your program makes easy}
 - ▶ Tangible takeaway {formula, blueprint, checklist, template etc.)}
- ▶ **The simple template** you can use today to talk about your program and see who's interested in joining

PRODIGIOUS!



Call To Action #4

1. Your audience
2. “Top of mind” problem
your program solves
3. Working title
4. Short description

High Profit Programs Live Event - Day 2