HIGH PROFIT PROGRAMS 2020

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

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

HIGH PROFIT PROGRAMS 2020

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

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

HIGH PROFIT PROGRAMS 2020

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

in a way that makes people go bonkers for it

HIGH PROFIT PROGRAMS 2020

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



JENN VAIDYA

Conversion Copywriter

PROGRAM TITLES

PROGRAM TITLES

what is a program title?

NOT a place to highlight how you do what you do

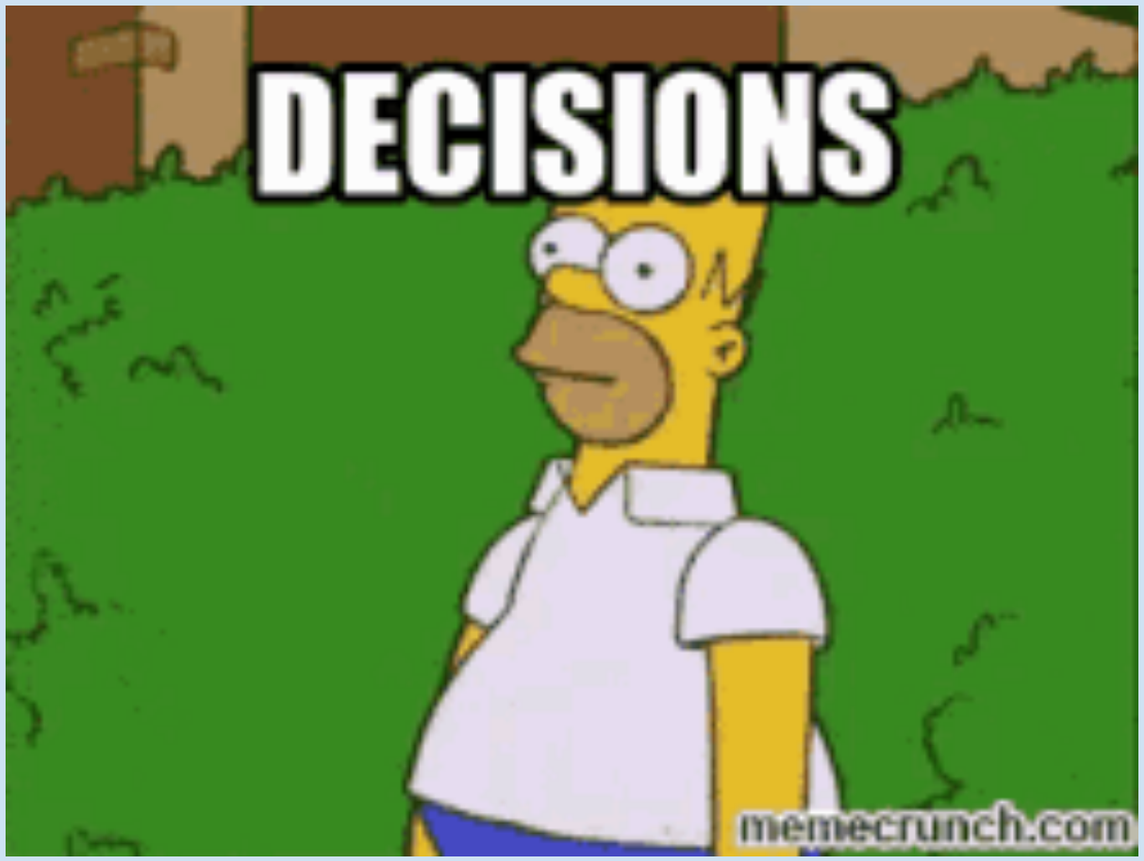
NOT about being clever or cute

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 client thinks is most valuable


DECISIONS
memecrunch.com

Your Program Title is a Decision Point.

TITLE TIPS

- **Know who your ideal buyer** is.
- **Know their top of mind problem** that your program solves.
- **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 The'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:

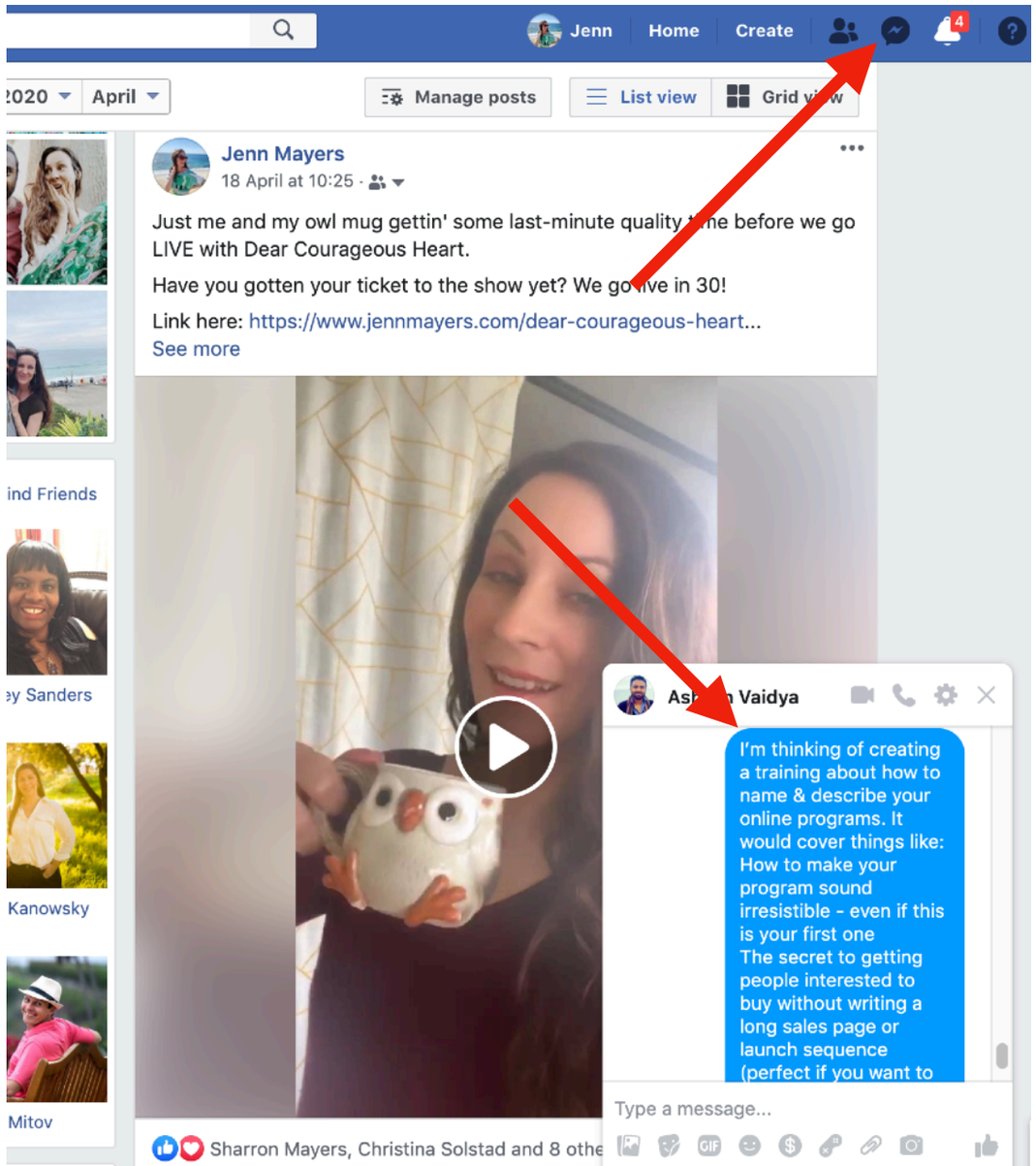
- How to make your program sound irresistible - even if this is your first one

- 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:
- 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?
Ashwin Vaidya, Sharron Mayers and 20 others
9 comments
Like
Comment
Share


Jenn
Home
Create
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
ind Friends
Kanowsky
Mitov
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 othe

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