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 <u>today</u>!

YOU'LL WALKAWAY WITH:

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

▸ The secret to make people interested in your program without writing a big, long sales page or launch sequence (perfect if you want to fill it fast!)

▸ My personal templates for whipping up program titles & descriptions in 20 minutes or less
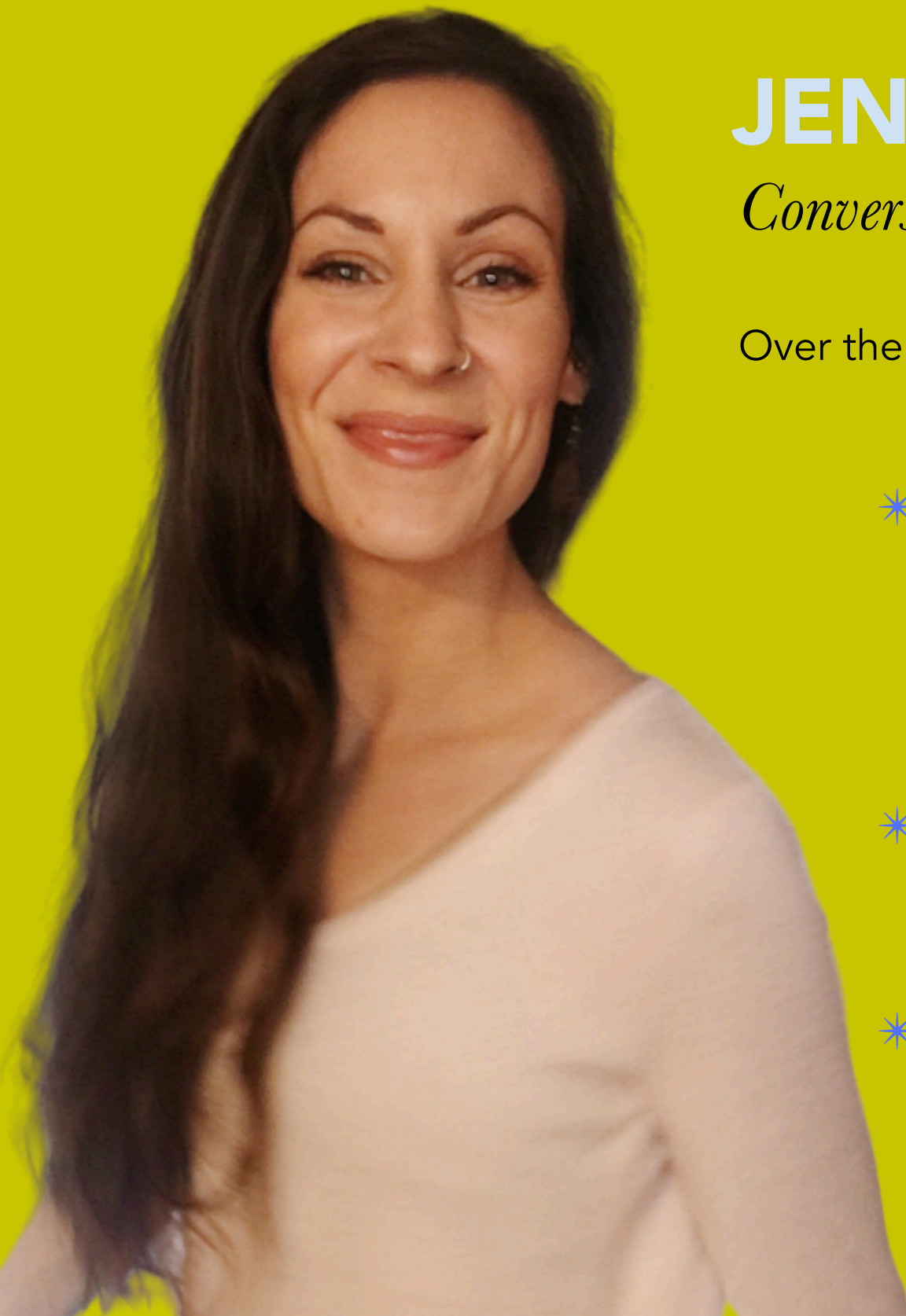
JENN MAYERS VAIDYA

Conversion Copywriter

Over the last 6 years, I've…

* Helped hundreds of people write enticing marketing materials with my exclusive copywriting trainings inside high-end masterminds

* Been featured in Forbes for high-converting emails

* Helped my clients generate over $14.1 million in sales

PROGRAM TITLES

PROGRAM TITLES

what is a program title?
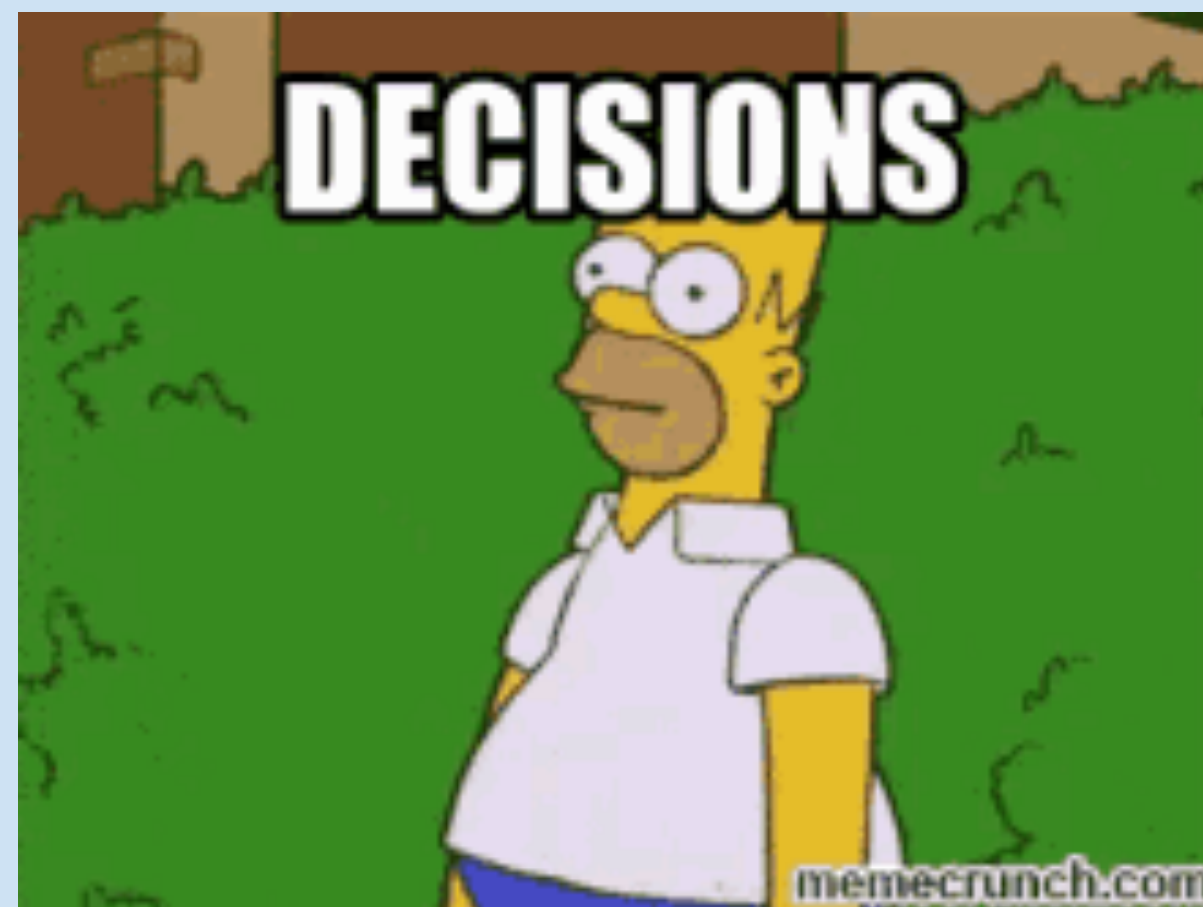
<u>NOT</u> a place to highlight how you do what you do

<u>NOT</u> about being clever or cute

<u>NOT</u> about you

#1 BIGGEST MISTAKE:

Naming the Program About The Process or What The Course Creator Thinks is Most Valuable

instead of the big outcome that your dream client believes is most valuable

Your Program Title is a Decision Point.

TITLE TIPS

▸ Know who **your dream 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 Cave Man** (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 prolly VERY similar to 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?

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

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 without writing a long sales page or launch sequence (perfect if you want to fill it fast!)

- My personal templates for whipping up program titles & descriptions in 20 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   👥 💬 🔔4 ❓
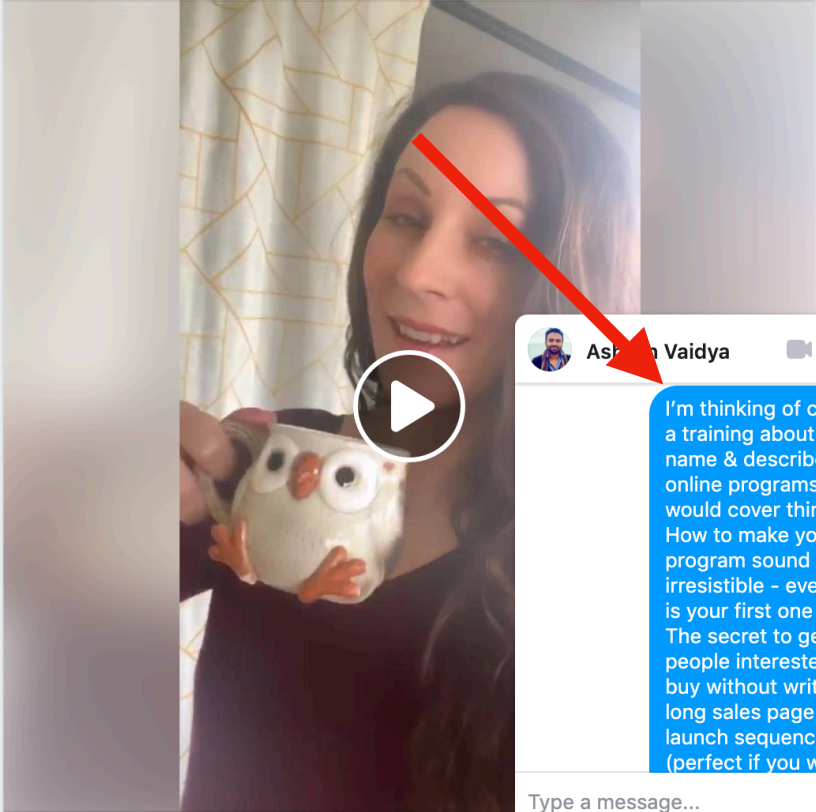
2020 ▾   April ▾   ⚙ Manage posts   ≡ List view   ▦ Grid view

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 othe

PRODIGIOUS!

TEMPLATE

I'm thinking of creating a program about {insert program topic}. Is this something you'd be interested in?

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 Cave Man** (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