HIGH PROFIT PROGRAMS 2020

# HOW TO NAME YOUR PROGRAM & DESCRIBE IT

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

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# HOW TO NAME YOUR PROGRAM & DESCRIBE IT

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

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# 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 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?*

*NOT a place to highlight how you do what you do*

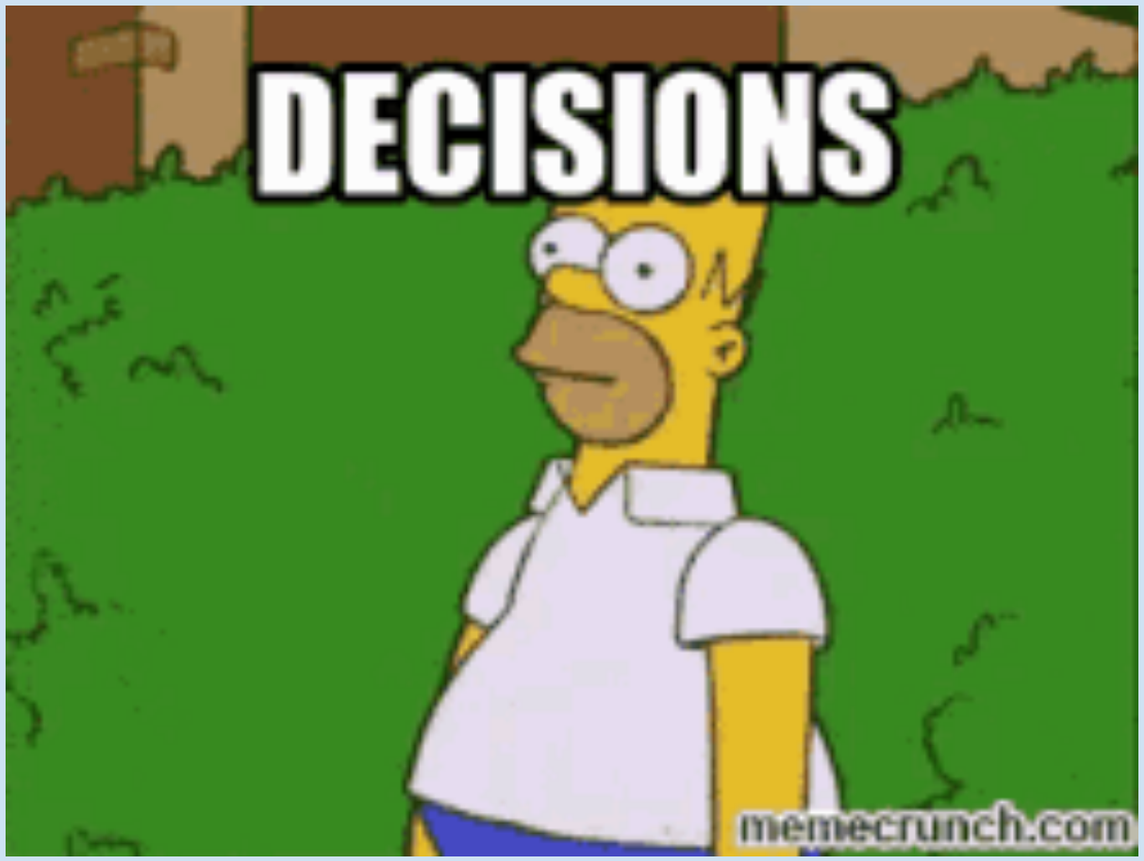
*NOT about being clever or cute*

*NOT 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***


DECISIONS
memecrunch.com

*Your Program Title is a Decision Point.*

# TITLE TIPS

- Relates to **your dream buyer**.
- Solves a **top of mind** problem.
- Celebrates a **big outcome** (the opposite of their t.o.m. problem)
- **Drilled down to 3 words or less.**
- **Makes sense to a cave man** (simple, clear, direct)

| TEMPLATE | EXAMPLE |
| --- | --- |
| {Desired Outcome Adjective} + {Topic} | High Profit Programs<br>Automatic Enthusiasm<br>Revved Up Romance For 50+ Couples |
| {Topic} + {Structure} | Money Making Program Blueprint<br>Confident Copy Club<br>B-School |
| {Program Topic} That {Desired Outcome} | Make Videos That Sell<br>Hot Love That Lasts<br>Neck & Shoulders That Relax |
| {Who They'll Become} | Inbox Celebrity<br>Big Money Business Coach<br>CEO Diva |
| {Big Desired Outcome} | Get Clients From Facebook<br>Consistently Accomplish Your Goals<br>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*

## YOU'LL WALKAWAY WITH:

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

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- My personal templates you can use to whip up program titles & descriptions in 20 minutes or less

# YOU'LL WALKAWAY WITH:

- How to {big desired outcome} - even if {objection}

- The secret to {something they think is hard} without {the thing they think is making it heard}

- My personal {resource} to {result}

# *Grab a piece of paper.*

1. What's the big outcome people will be able to be/do/have as a result of finishing your program? (hint: it's prolly VERY similar to big promise and program title)

2. What's an objection they have around being/doing/having that outcome?

3. What's something your ideal buyer currently thinks is hard but your program makes easy/easier?

4. What, in their opinion, makes it hard?

5. What tangible tool/resource will they get when they join?

6. What outcome or benefit does it deliver?



# *TEMPLATE*

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

- How to {answer to Q1} even if {answer to Q2}
- The secret to {answer to Q3} without {answer to Q4}
- You'll get {answer to Q5 } to {answer to Q6}

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:

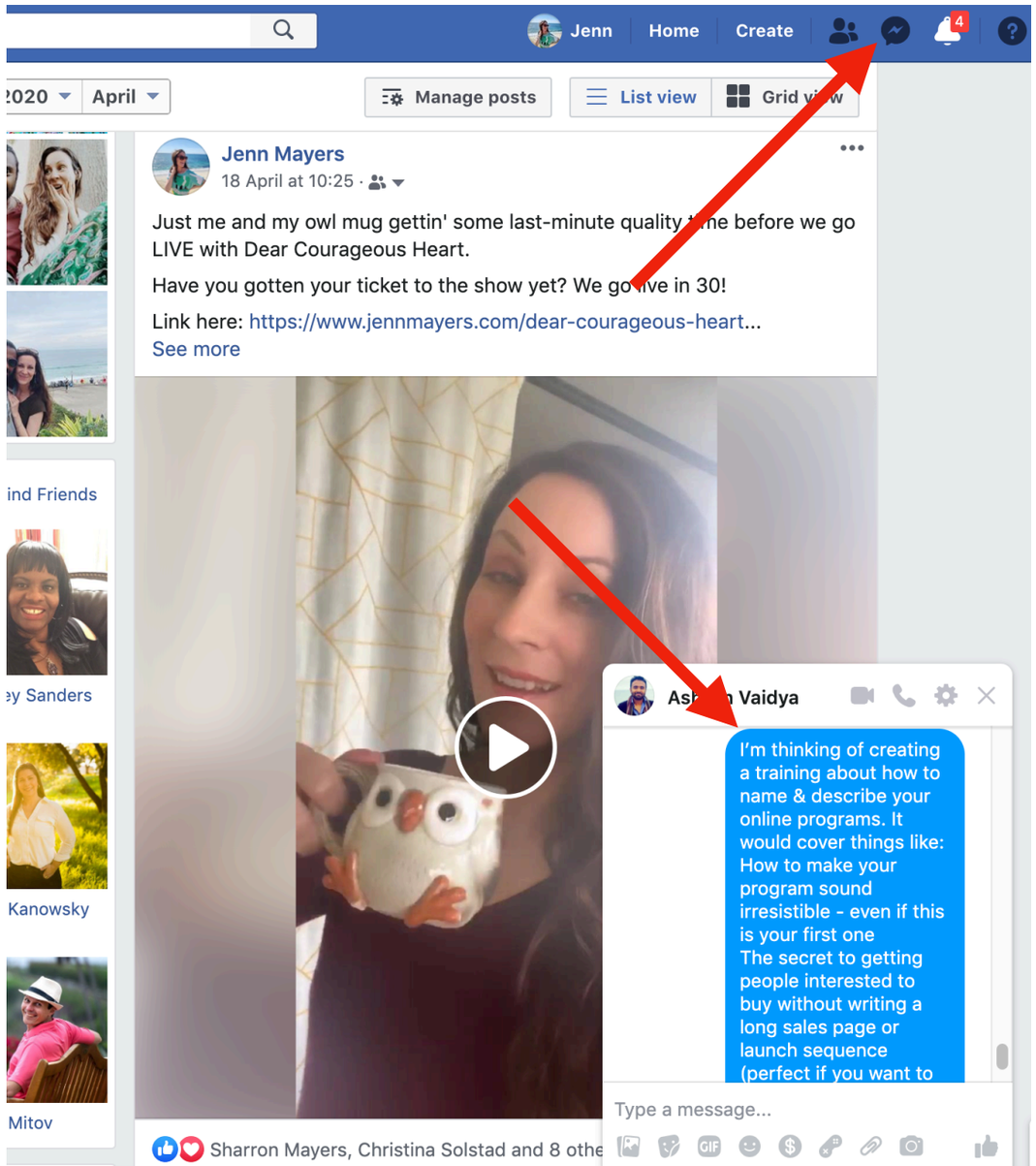
- How to make your program sound irresistible - even if this is your first one

- 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
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

# 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

# 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**