HIGH PROFIT PROGRAMS 2022

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

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

HIGH PROFIT PROGRAMS 2022

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

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

HIGH PROFIT PROGRAMS 2022

HOW TO NAME YOUR PROGRAM & DESCRIBE IT

in a way that makes people go bonkers for it

HIGH PROFIT PROGRAMS 2022

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

- A proven way to get 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

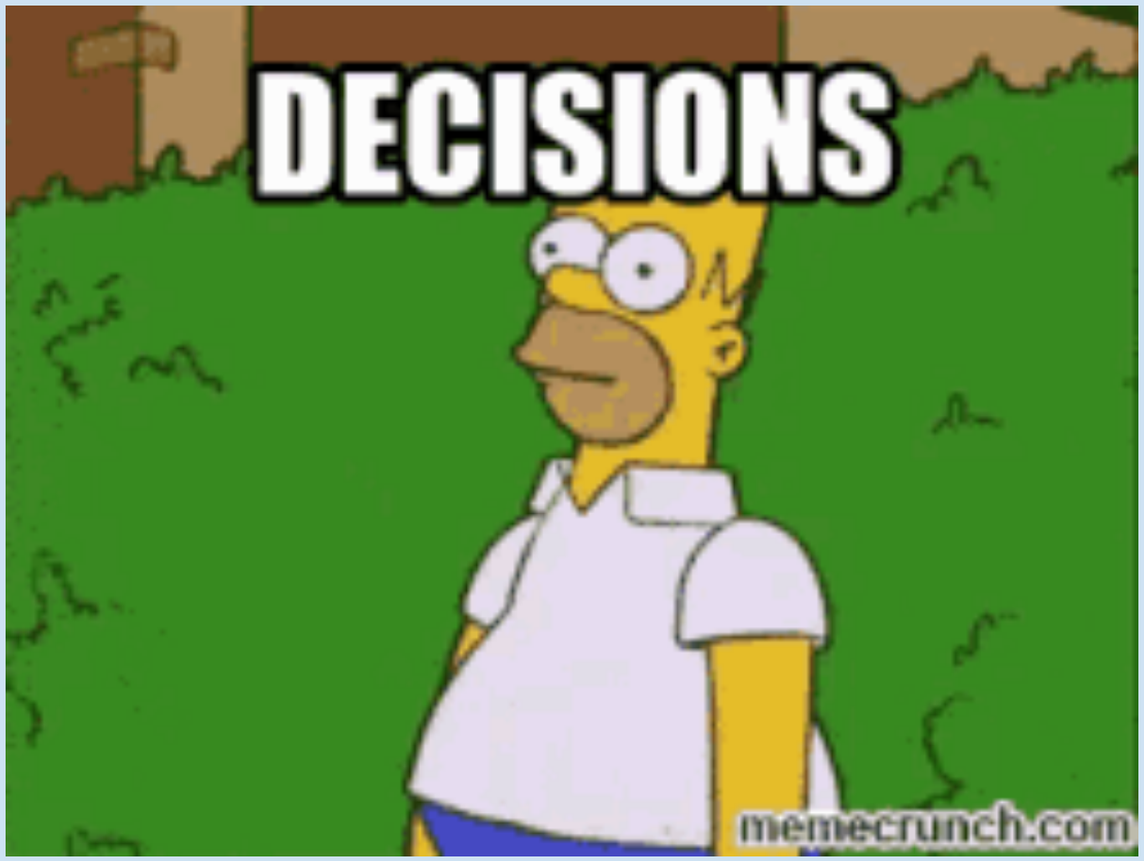
NOT about being clever or cute

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 sees as 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 Automatic Enthusiasm Revved Up Romance For 50+ Couples
{Topic} + {Structure}	Money Making Program Blueprint Confident Copy Club B-School
{Program Topic} That {Desired Outcome}	Make Videos That Sell Hot Love That Lasts Neck & Shoulders That Relax
{Who They'll Become}	Inbox Celebrity Big Money Business Coach CEO Diva
{Big 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

YOU'LL WALKAWAY WITH:

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

- A proven way to get 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

YOU'LL WALKAWAY WITH:

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

- The way 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 way 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:

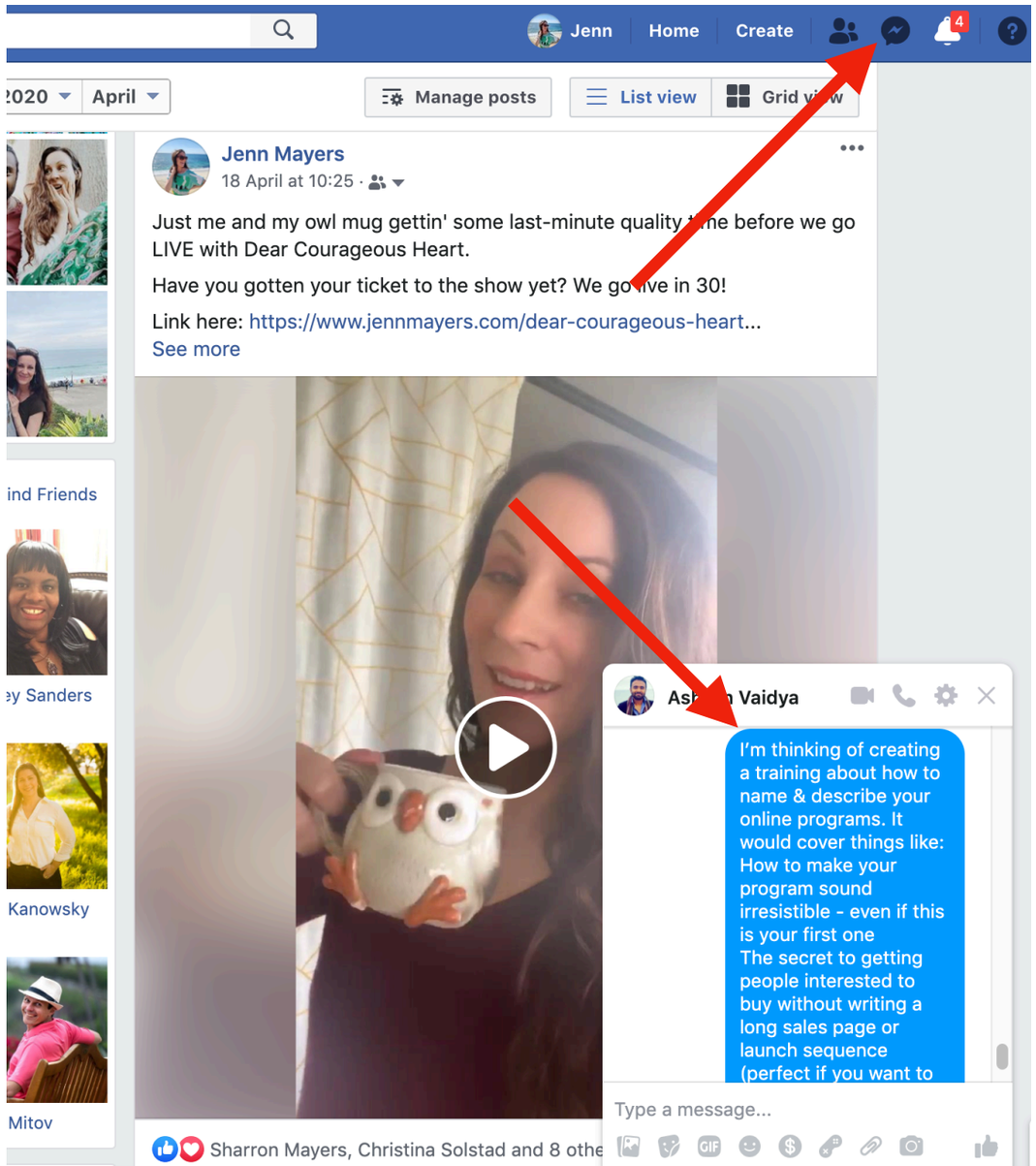
- How to make your program sound irresistible - even if this is your first one

- A proven way to get 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 way 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