How to Name and Describe Your Winning Program

What You'll Discover:

- How to name your program so people REALLY want it
- What to avoid when naming your program
- How to create clear, simple descriptions
- Tips to use A.I.
- Plug-and-play templates you can take and use today

4 Mistakes When Naming a Program

#1: Focuses on the process instead of results

Instead of focusing on the process, you want your title to be based on the transformation or results your program provides.

Result-Driven: "Achieve Financial Freedom"

Opposite (Process-Driven): "Learn Financial Planning Strategies"

Result-Driven: "Lose Weight and Get Fit"

Opposite (Process-Driven): "Follow a Fitness and Nutrition Regimen"

#2: Too long

Instead of a long title, keep it short and simple to 2-4 main words.

4 Mistakes When Naming a Program

#3: Attempts to be “Clever” or “Different”

Instead of getting creative, use tangible, visual words in your title.

Examples: "Boost Your Credit Score" vs. "Credit Score Wizardry"

"Healthy Meal Planning Made Simple" vs. "Culinary Wellness Adventure“

#4: Stuffs too many different outcomes in one

Instead of focusing on all the problems you can solve, it focuses on one main problem that keeps them up at night.

How To Name Your Program

Ask yourself these 3 questions about your ideal client:

1. “Who do they ultimately **want to be**?”
2. “What do they ultimately **want to have**?”
3. “What is their **top-of-mind problem**?”

Take that info and start brainstorming your title:

How To Name Your Program

Example 1: If they ultimately want to be a better leader - you'd name it: Lead Your Dream Team

Example 2: If they ultimately want to manage their freelance money better - you'd name it: Cash-Savvy Freelancer

Example 3: If their top of mind of problem is chronic headaches - you'd name it: End Chronic Headaches

Hot Title Templates

Desired Outcome + Topic	Profitable Pinterest High Profit Programs Mindful Parenting
Topic + Structure	Money Making Blueprint Fast Freebie Formula Social Confidence Blueprint

Hot Title Templates

Program Topic + Desired Outcome

Conversations That Convert
Social Media Posts That Sell
Freedom From Debt
Speak To Sell

What They'll Have or Who'll They'll Become

Cyber Security Riches
Double Your Dating
Leadership Legend

Hot Title Templates

Big Desired Outcome	Mandarin Language Mastery Clear Skin Forever Love Handles Be Gone
Big Desired Outcome in Specified Time	Headline Magician In 7 Weeks Six-Pack in 60 Days Master Chef in 3 Months

How To Describe Your Program

- What are descriptions?
  Descriptions support the title of the program. They are the BIGGEST takeaways from your program.

- Description mistakes:

1. No descriptions at all
2. Provides lots of features and no benefits
3. Includes a lot of the process

How to Write Your Program Descriptions

- Be clear, specific, and simple
- Write in layman’s terms
- Don’t focus too heavy on the features
- Use a bullet brigade to make it digestible to the reader

How to Write Your Program Descriptions

- Focus on the benefits they'll get.
  Ex: Discover how to get your toddler to cooperate without bribing, yelling, or swearing
- Focus on how they'll release pain or fear of what they're facing.
  Ex: Discover a simple technique to eliminate knee pain in seconds
- Focus on how they'll achieve the big result they want.
  Ex: Discover how to comfortably retire 10 years earlier - no matter your income

Questions to Ask Before Creating Your Descriptions

- What are the biggest takeaways clients will leave with?
- What's an objection they have around becoming or having what it is they want?
- What are they overwhelmed with?
- What do they think they are missing or don't have enough of?

Questions to Ask Before Creating Your Descriptions

- What have they tried before that didn’t work?
- What tangible take away will they get? (optional)
- What data can you include about it? (optional)

Description Templates

- How to (big desired outcome) - even if (objection)
  - How to learn a new language - even if you're too busy

- How to (get what they want) and (get away from pain)
  - How to build a nest egg and no longer rely on debt

- Top secrets (for desired outcome)
  - Top secrets to live abroad on less than $1500/month

- Simple steps to (desired outcome)
  - Simple steps to housebreak your puppy fast

Use This for Social Media

I’m thinking of creating a program for _____(ideal audience) who _____ (what they struggle with) that will help them _____ (solution you provide).

Comment below if you might be interested.

Short Examples

I'm thinking of creating a program for new parents that'll help them get their baby peacefully sleeping at night.
Comment below if you might be interested.

I'm thinking of creating a program for public speakers that will help them feel more confident on stage.
Comment below if you might be interested.

I'm thinking of creating a program for job seekers that will help them get past the gatekeepers.
Comment below if you might be interested.

Long Examples

I’m thinking of creating a program for business owners who struggle with getting clients online that will help them create a client attracting webinar.
Comment below if you might be interested.

I’m thinking of creating a program for women over 35 who are struggling with fertility that will help them conceive naturally.
Comment below if you might be interested.

Don’t Be Shy To Use A.I.

Use A.I.

- When you’ve identified your target audience’s wants, needs, goals, desires, and objections

Don’t use A.I. if:

- If you haven’t identified your target audience’s top-of-mind problem

This is important to ensure you get the results you want.

Quick and Easy A.I. Prompts To Help You Brainstorm Your Title

Prompt 1:

You are a direct response copywriter. Give me 10 ideas to name my program, it’s about [insert program’s purpose/ goal/ theme here].

Quick and Easy A.I. Prompts To Help You Brainstorm Your Title

Prompt 2:

Come up with 10 program titles aimed at [Insert audience] that helps them [insert solution]? Titles should have no more than 4 words.

Quick and Easy A.I. Prompts To Help You Brainstorm Your Descriptions

Prompt 1:

You are a direct response copywriter. Write me a bulleted list of descriptions for this program [insert working title] aimed at solving [insert problem you solve] for [your audience].

Quick and Easy A.I. Prompts To Help You Brainstorm Your Descriptions

Prompt 2:

You are a direct response copywriter. Give me bullet points that tell the benefits of this program [Insert Working Program Title].

A.I.: Deep Think

When you explicitly instruct ChatGPT to think deeper, it does a fantastic job in elevating the quality of its responses.

A.I.: Deep Think

Prompt:

ChatGPT, think deeply about your task at hand then give me 5 of your very best program [titles/ descriptions] for [insert your ideal audience].

A.I.: Rank Reponses

Prompt:

Out of your responses, which are the top 3?

Rank your top 3 replies from 1 - 10 and justify your response.

Let’s check it out!

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