How to Name and Describe Your Winning Program

So you can confidently promote it…

People raise their hands for it…

And, you can start filling it right away!

What You'll Discover:

- How to name your program **so it GRABS attention**
- **Mistakes to avoid** when naming your program
- How to **articulate your program promise** simply and clearly
- 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: “Athletic Build Without The Drills"
Opposite (Process-Driven): "Follow a Fitness and Nutrition Regimen"

4 Mistakes When Naming a Program

#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: “Skyrocket Your Credit Score" vs. "Credit Score Wizardry"

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

4 Mistakes When Naming a Program

#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

Crafting Your Program’s Promise

- What is a program promise?

- Your promise describes the outcome of your program in terms of a **specific result or transformation.**
- It clearly articulates what people can expect. This is the BIGGEST outcome of your program.

Crafting Your Program's Promise

- People will automatically wonder:
  - Why should they take your program instead of all the other options out there?
  - What's in it for them?

→ Your program promise answers these questions for them.

Crafting Your Program's Promise

- Program promise mistakes:

1. No program promise - at all
2. Provides lots of features and no benefits
3. Includes your program process
4. Doesn't share the end result

How to Write Your Program's Promise

- Be clear, specific, and simple
- Write in layman's terms
- Focus on the final result/ outcome

Examples of Bad Promises

Vague and Non-Specific:
"Learn how to be happier."

- *Issue:* This promise is too broad and doesn't specify the outcome or how the program will help achieve it.

Complex Language:
"Facilitate an enhanced understanding of fiscal responsibility in a post-capitalist society."

- *Issue:* The language is too technical and unclear, making it difficult for the average person to understand the benefit.

Examples of Bad Promises

No Clear Benefit:
"Explore different topics related to personal growth."

- *Issue:* The promise doesn't highlight a specific benefit or result that the participant will achieve.

Dwells On Negativity:
"Stop feeling lost and disconnected from your purpose."

- *Issue:* This centers on the problem (feeling lost and disconnected) without offering a clear, positive outcome.

Examples of Bad Promises

Trying to Stuff Too Many Results into One Promise:
"Learn how to eat healthier, exercise more, reduce stress, sleep better, and improve your mental clarity—all in just 30 days."

- *Issue:* This promise is trying to achieve too much at once, making it less believable. It needs to be more focused.

How to Write Your Program Promise

- Focus on the benefits they'll receive.
  Ex: This program will teach you how to get your toddler to happily 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 confidently and successfully negotiate a higher pay rate – even if you've been denied before

Questions to Ask Before Creating Your Program Promise

- **Why on earth** should a client take your program?
- What are the **biggest takeaways** clients will leave with?
- What do **they think they are missing** or don't have enough of?
- What have **they tried before that didn't work**?

Program Promise Templates

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

- This program will teach you (what they truly want).
  - This program will teach you how to achieve peace of mind anytime you want.

Program Promise Templates

- Best secrets (for desired outcome)
  - Best 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 _____ (program promise/outcome).

Comment below if you might be interested.

Short Form 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.

Short Form Examples

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.

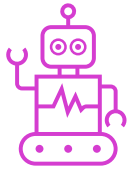
I’m thinking of creating a program for job seekers that will help them get past the gatekeepers.
Comment below if you might be interested.

Long Form 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.

Use A.I. to Help You Brainstorm



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. Prompt To Help Brainstorm Your Title

Prompt:

You are a [type of coach/expert]. My program helps people [describe the core outcome or transformation]. I want a name that clearly communicates that result. Give me 10 simple program name ideas—and 1 unexpected name that could stand out in a crowded market.

Quick and Easy A.I. Prompt To Help Develop Your Program Promise

Prompt:

You are a [insert type of coach/expert you are]. Give me a list of higher level outcomes/promises for this program [insert working title] aimed at solving [insert problem you solve] for [your audience].

Quick and Easy A.I. Prompts To Help Develop Your Program Promise

Use adjectives or personality traits to get various results:

- Be more direct
- Be more playful
- Be more practical
- Be more down to earth
- Be more professional

Let’s Try It Out!

Call To Action #4

1. Your audience
2. "Top of mind" problem your program solves
3. Working title
4. Program promise

High Profit Programs Live Event - Day 2