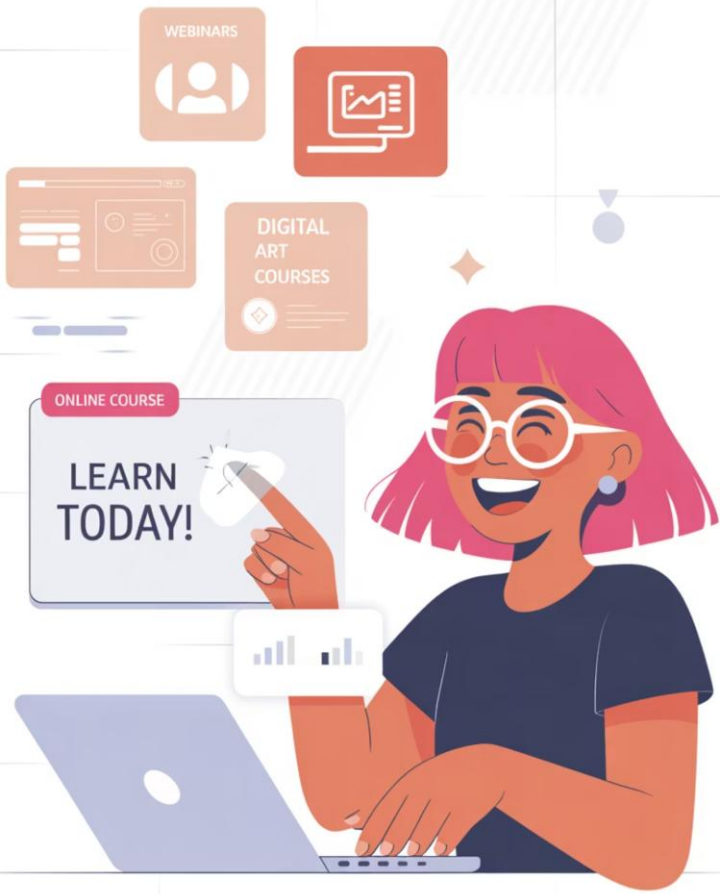



# How to Name and Describe Your Winning Program

*So you can confidently promote it...*

And, 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's promise** simply and clearly
- CustomGPT to help brainstorm irresistible names
- Plug-and-play templates **you can take and use today**

# Why Does This Matter?

- Stops people from scrolling past your program
- **Makes your offer sound clear and irresistible**
- Fills your program faster with the right clients

# 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.

| Process-Driven | Results-Driven |
| --- | --- |
| “Learn Financial Planning Strategies“ | "Achieve Financial Freedom“ |
| “Follow a Fitness and Nutrition Regimen” | “Athletic Build Without the Drills” |

# 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 outcomes into one**

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

**Now that you know what NOT to do…**

**here’s how to name your program right.**

# 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**?”

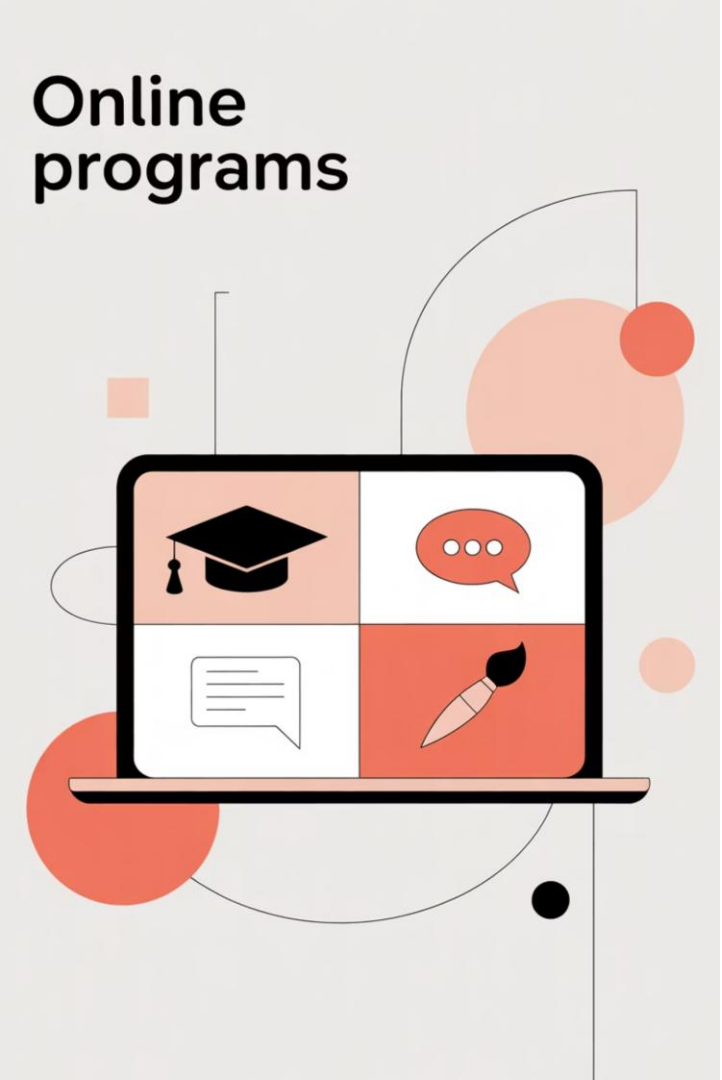
Take that info and start brainstorming your title.

# 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

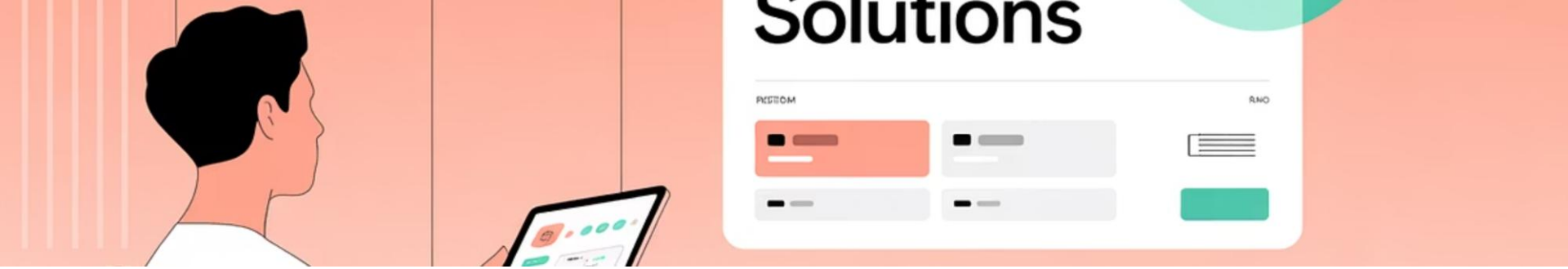
# Hot Title Templates

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

**Once you've nailed your title, the next step is to make a promise that sells...**

# 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 Weak 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 Weak 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 Weak 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 attempts to achieve too much at once, making it less believable. It needs to be more focused.

**Now let’s discover how to turn weak promises into strong ones…**

# 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)
*ex.* How to learn a new language - even if you're too busy

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

# Program Promise Templates

Best secrets (for desired outcome)
*ex.* Best secrets to live abroad on less than $1500/month

Simple steps to (desired outcome)
*ex.* Simple steps to housebreak your puppy fast

# Let’s start creating buzz and sparking interest on social media...

# 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.

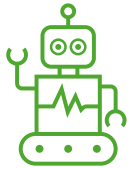
I’m thinking of creating a program **for job seekers** that will help them **get past the gatekeepers**.
Comment below if you might be interested.

# 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:**

You haven't identified your target audience's top-of-mind problem

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

# 🔥 Hot Off the Press!

Brand-new from Alina –> your personal naming assistant.

🧠 Use This CustomGPT to Brainstorm Your Program Name

**Online Program Name Wizard**
https://businesssuccessedge.com/online-program-name-wizard/

# Call To Action #4

1. Your audience
2. “Top of Mind” problem your program solves
3. Working title
4. “I’m thinking...” invitation