



Day 4

Pick a name

That Sells

This is such a FUN day! And truth be told, naming things is my JAM!

The reason I want you to name your course now is because it will make it feel real! Giving it a name helps squash some of the self-doubt that is probably bubbling up inside you.

As a Jack Canfield certified Success Coach, I'll be by your side with excellent tools to help you squash the **"I'm not _____ enough"** voices in your head that get really loud while you're creating and preparing to launch your course.

For today, crank up the music so you can't hear those voices, and brainstorm possible names for your course! Don't worry about getting it perfect, this is merely a working title.

Case in point ... this **Build Your Online Course Challenge** was originally named **Course Creator Challenge**. I had the logo ready but wasn't feeling it, so I changed it. Don't get it perfect, just get it started!

~~Course
Creator
CHALLENGE~~

BUILD YOUR
Online
COURSE
5-DAY CHALLENGE



During today's live training, I'll tell you about one of my most brilliant names that I sort of stumbled upon and one that really flopped because I got too clever.

Join me on Facebook Live at 10:00 am Pacific / 1:00 pm Eastern.

Day 4 Pick a name *That Sells*

There are many methods for course naming. **In this challenge, we'll use the outcome-based naming method because it's super simple.** What promise are you making? For example, if your clients follow everything you teach, what can they expect to achieve?

And don't you dare say, "Lose 10 Pounds in 4 Hours"!



The focus on outcome creates a very clear understanding of what your course offers. Adding a descriptive noun to the end of your promised outcome makes it feel more robust.

Here are some examples:

Healthy Habits Game Plan - Mindy Garrett

The Lean Routine Program - Kelly Timmerman

The Healthy Living Blueprint - Christie Miller

Courses Made Easy, which had a working title of **Course Creator Formula**, was renamed because so many of my clients said they wanted to make the process easy. Your course name can come right from your ideal clients' mouths. **Just listen!**

Now it's your turn!

Your Promise ↘

Academy / Blueprint / Formula / Game Plan / Solution

↙ *Choose One*



After you name your course, jump into the Facebook group, look for the Day 4 Graphic and post your course name. Two heads are better than one and the community feedback is priceless.

So far this week you:

realized you can serve more people and make more money with an online course

discovered at least three things you can teach based on past client successes

drafted your UPS and picked a working name for your course.

Now grab a seat for the BYOC Masterclass to **learn 4 easy steps to launch your course** even if you don't feel ready.

[Click here to reserve your seat](#)



These Coaches Made Their Courses *Feel Real* By Naming Them



Sandy Hartwell Mind/Body Transformation Solution

Like · Reply · 6d



Catherine Baswell Oops! Posted on the wrong one!

I'm thinking "Healthy Like a Mother" for my name

Like · Reply · 5d



Jhonnatan Ramirez Escape Your Diet Trap Formula

Like · Reply · 6d



Arlene Stottlemeyer Course name: Resolution Reboot, finding your way back to a healthier lifestyle.

Like · Reply · 5d



Tara Litz Birely The Balance Point Blueprint: Healthy habits for living a well balanced life

Like · Reply · 6d



Dorian Johnson Best Badass Bride Blueprint- I know what really will bring it together is the tagline

Like · Reply · 6d



Joey Szolowicz Jayne Hood The Healthy Kitchen Solution: Easy solutions to help make your kitchen happy and functional again so you will be happy to cook in it

Like · Reply · 5d



Kim Martin Healthy Living for Life: A Blueprint to Reclaiming Your Body in Peri-Menopause and Beyond

Like · Reply · 2d



Judd Spector Thought of a new one! Fit Over Forty - Building a Nutritional Foundation for a Healthier You!

Like · Reply · 5d



