

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!







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!



Academy / Blueprint / Formula / Game Plan / Solution





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

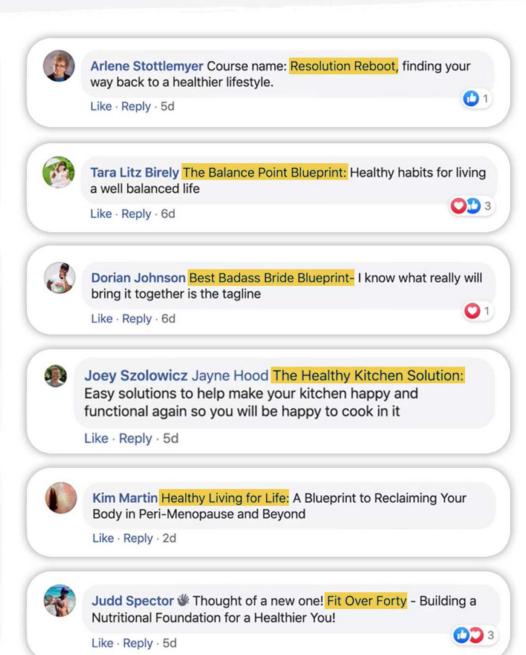












Day 4 Notes and Doodles