

Profitable Online Courses

Fill-in-the-Blanks Title Templates

A short, descriptive title is one of the best ways to “package” the desired result that you’re going to deliver through your courses, products and programs.

Use the simple, effective “Fill-in-the-Blanks Title Templates” below to craft a memorable title that you’re proud to share.

Have fun!

Cheers,
Tom Buford

NOTE: While creating a great title is important, try not to spend too much time with this step. Your marketing will do most of the selling for you; not your title.

Start by writing down your ideal clients' desired result.

For example:

- Profitable online course
- Lose body fat fast
- Find the perfect partner
- Communicate better with the kids
- Travel the world for free

Desired Result:

Now try some of the Title Templates below to craft your new Head-Turning Title.

TIP: You can “punch” your desired result up a bit by removing words. For example, if you help your clients lose 20 pounds of fat in 30 days you could use “20 in 30” for the desired result. So this might be the “20 in 30 Fat Loss Formula.”

Another example using “travel the world for free” could be the “Free World-Traveler Formula.”

TEMPLATE 1:

[Desired Result] Blueprint/System/Formula/Mastery/Academy

Examples:

- The Zero Stress Dating System
- Freedom From Debt Formula

Your turn:

TEMPLATE 2:

Create [Desired Result]

Examples:

- Create Copy that Converts
- Create Killer Websites

Your turn:

TEMPLATE 3:

[Desired Result] + [Time Frame]

Examples

- 6 Week Fat Loss Formula
- Info Product Weekend

Your turn:

Another useful tip to get the right title

Add any of the following to the name:

Success System

(The Client Attraction Success System)

x

(3x Income Formula)

Lab

(10x Profit Lab)

Now

(Communicate Better Now)