

Create an Alluring Title for Your Program

Creating a title for your program (the signature system you'll be marketing) must be alluring and attractive to your market niche. You **MUST** get their **attention**, generate **interest**, create **desire** for them to **take action** and learn more about your program..., and, of course, sign up!

Here are some tips for creating attractive titles:

- Short titles are GREAT!
- Long titles are GREAT, too!
 - Especially when you combine a short, pithy attention-grabbing title with a subtitle
- Use a specific number in your title (“5” not five)
 - Numbers are interesting
 - Make your program seem do-able
 - Odd numbers are best but not necessary
- Use benefit words and phrases
- Aim for clear—not clever

Examples of titles:

“5 Keys for Putting the Spark Back In Your Marriage”

“6 Critical Tips to Stick with Your Diet and Finally Lose the Weight”

“Money Management: How to Keep More of What You Earn”

“Convert More Sales and Double Your Income this Year”

Here are two easy title formulas to get started:

“How to _____ So You Can _____”

“# Secrets/Strategies/Keys/Skills: How to _____ So You Can ____”

Benefit Words and Phrases to Use

It is important to use benefit words in your title, so people “get” how this program will help them. Here is a list of words to use:

Easy
Free
Increase
Decrease
Improve
Reduce
Strategy
Simple
Quick
Fast
Learn
Discover
Learn how
Proven
Discover how
How to Avoid
Mistakes
Strength
Techniques
Elite
VIP
Exclusive program
Platinum
Premium
Master Mind
Diamond
Exciting
Experience
Accelerated
High-income
Strategies

Personal
Application
Maximizing
Membership
High-end

Helpful books for additional words are *Words That Sell* and *More Words That Sell*. The author of both books is Richard Bayan.