



Naming Your Online Program, Challenge or Webinar & Facebook Group

Once you have a strong promise from your online program and a strong promise for your challenge or webinar, you can come up with a name that will help you sell your program or have your folks enroll in your pre-launch warm-up strategy.

You'll also want to pick a name for your Facebook Community Group so that you can start priming for your launch. (If you already have a Facebook Community Group, you may want to edit the name or keep it as is using these guidelines.)

What's in a Name?

Your Online Program Name is based on your online program promise.

Example: Plan, Fill & Profit Retreat Blueprint Program

Your Challenge or Webinar name is based on your challenge or webinar promise.

Example: Launch Your Transformational (and Profitable!) Retreat Challenge

Your Facebook Community Group name ideally encompasses the broader promise of your overall business. It's named to attract your ideal client for both your online program, your pre-launch warm-up, AND any other services you may offer. It's also the place where you are sharing high value content to prime your tribe for your launch. While we are not diving into business promises in this program, we are happy to take a peek at your Facebook Community Name to make sure it will support you selling your program through your launch.

Example: Creating Transformational Destination Retreats That Sell

Your Facebook Buyers Group Name is typically the same as your online program group name – and you can add in the year if you want.

Example: Plan Fill & Profit Retreat Mastermind

Let's walk through this process.



NAMING TO SELL

You want a SIMPLE name that clearly explains what your online program, your pre-launch warm-up strategy and your Facebook Group is about, what problem you are solving and how it will change their lives.

- What is the bottom line or end result that speaks to the urgent need that they desperately need right now?
- The name should speak for itself.

Your names should:

- Appeal to your ideal client in tone, words, style, skill level, field
- Focus on the key benefit/result/promise
- Be short & memorable (shoot for less than 60 characters)
- Be clear & simple.
- Be accurate & specific.
- Be easy to read & sound good when you say it out loud – alliteration often helps.
- Be grammatically correct
- Make sure it isn't already being used or trademarked.

Now let's name yours:

You are going to start with your online program and go through each step. (Your Facebook Buyer's Group will have the same name.)

Then you'll repeat the process for your challenge or webinar.

Finally, you'll come up with your Facebook Community Group name.

STEP 1: START WITH YOUR PROMISE

Make sure Meghan or Sheri has approved your online program promise and your challenge/webinar promise.

Example for a health coach:

By the end of my online program, health-conscious women exploring the raw-food lifestyle will be able to prepare ten easy, mouthwatering, and healthy raw recipes, and understand the basics for creating raw meals on their own so they can live healthier and more productive lives.



Example for a coach who works with cancer survivors:

By the end of this online program, cancer survivors will feel deeply supported having shared the risks and fears we face during and after treatment, so they have the self-confidence to face the difficult choices and challenges we all have on the path to recovery and creating a thriving life as a post-cancer survivor.

Here's one for a Christian online program:

By the end of this online program, devout Christian men will experience a deeper and more profound relationship with the Lord and share sacred space and the Holy Spirit with other like-minded Christians so they can better express our beloved biblical teachings in their everyday relationships, work and devotional practice.

STEP 2: FIND THE SNAP, CRACKLE, POP

Go back to Step 1 and underline the key words that pop out of your promise.

Example for a health coach:

By the end of my online program, health-conscious women exploring the raw-food lifestyle will be able to prepare ten easy, mouthwatering, and healthy raw recipes, and understand the basics for creating raw meals on their own so they can live healthier and more productive lives.

Example for a coach who works with cancer survivors:

By the end of this online program, cancer survivors feel deeply supported having shared the risks and fears we face during and after treatment so they have the self-confidence to face the difficult choices and challenges we all have on the path to recovery and creating a thriving life as a post-cancer survivor.

Here's one for a Christian online program:

By the end of this online program, devout Christian men will experience a deeper and more profound relationship with the Lord and share sacred space and the Holy Spirit with other like-minded Christians so they can better express our beloved biblical teachings in their everyday relationships, work and devotional practice.



STEP 3: BOIL THEM DOWN

Boil them down to your name by editing it down to the shortest name that captures your promise.

For online programs, sometimes you might add who your ideal client is to it.

If you are creating a more robust program, you can also add words to the end that signify what it is:

- Academy
- Blueprint
- Launchpad
- Bootcamp
- Lab
- Formula

Health Coach Example:

easy, mouthwatering, healthy raw recipes, **creating raw meals on their own**, healthier and more productive lives.

Online Program Title: Creating Raw Meals on Your Own Learning Lab

Cancer Survivor Example:

deeply supported, risks and fears, self-confidence, face the difficult choices and challenges, **thriving** life, post-**cancer survivor**.

Online Program Title: Be a Cancer Survivor & Thriver

Christian Men example:

deeper and more profound **relationship with the Lord**, share sacred space, Holy Spirit, beloved biblical

Online Program Title: Deepening Your Relationship with the Lord for Christian Men



Let's inspire you with some more great online program names:

- Email Marketing Made Easy
- Tantric Techniques for Couples
- Raising Your Empowered, Radiant Daughter
- How to Heal Hives
- Write Your Book, Grow Your Business
- Aromatherapy for Massage Therapists (Aromaheads)
- Attachment Parenting Academy
- Build Your First Facebook Ad Blueprint
- Reboot Your Brand Launchpad
- Juicing Detox Bootcamp
- Product Launch Formula (Jeff Walker)

STEP 4: REPEAT EACH STEP

Go back to repeat each step for your **Challenge or Webinar name** based on your challenge or webinar promise.

Then brainstorm a **Facebook Community Group name**.

Your Facebook Buyers Group Name is typically the same as your online program group.

STEP 5: GET FEEDBACK FROM THE TEAM

1. Post 1-3 name options for your Online Program Name, Challenge or Webinar Name and Facebook Community Group Name in the Facebook Group and tag @Brandt Morgan and let him know you want him to review your names.

Then start using them!!