



Creating Titles That Rock

It's incredible how the same exact content and teaching points can garner a huge audience or almost no audience at all based on whether or not you've got a compelling, evocative title. People are emotional beings – we need to create a big “pow” with our titles, something that gets them to sit up and listen (this is the case with Free Webinars, Reports, Resources AND paid Programs, Products, and even offers for a Consultation!).

Here are some essential tips:

1. Your title should state the benefit, outcome, or results your client is going to get from participating.

“How To Win the Battle of the Bulge Without Deprivation”

“Three Months To A Fitter, Stronger You”

2. You may want to be clever in your title, and that's fine – as long as it's ALSO very clear. Sometimes a “sub-title” assists with this.

“Lucrative Course Blueprint: How To Create And Sell Profitable Classes and Products”

“MidLife Magic: Feel Better, Slimmer, Fitter, and Stronger Than Ever Before”

3. You can use a specific number in your title, which is also very enticing. (Note: Odd numbers garner a higher response).

“7 Sure-Fire Strategies To Shape Up And Settle Down: A Course About Fitness and Calm”

4. You can use “secrets,” “mistakes,” “truths,” and “myths” very compellingly.

“The 3 Crucial Secrets To Skyrocketing Your Metabolism”



"The Top 10 Foods You're Eating That Are Making You Sick"

5. You can ask a question for which your ideal clients would say a resounding YES!

"Finally Ready To Obliterate Stress And Anxiety?"

"Fed Up With Bloat, Pain, and Indigestion?"

6. You can use a personal story.

"How I lost 100 Pounds in One Year – And How You Can Too"

You'll notice that it's more than fine to "combine" a few of the above approaches!

And here is a list of strong words that produce an emotional, visceral response:

Increase	Earn	How To
Fast	Discover	Profit
Proven	Breakthrough	Never Again
Easy	Now	Secrets
Guaranteed	Successful	Quickly
Free	Mistakes	Results
Techniques	Learn	Permanent
Strategies	Uncover	Attain
Revealed	Sure-Fire	Myths
Achieve	Steps	Tools