COURSE NAME

Generation Hack

You've spent all your time creating an awesome course, but have you thought about the name? The course title?

This is what attracts people in the very beginning. It needs to reflect what it is you want them to take away from it. It needs to be compelling enough for them to "sign up"!

Most people only stay on a web page for 10 - 20 seconds. What?? I know, right! So if you don't grab their attention right away, they'll move on.

And to top it off, it should be no longer than 65 characters!

You hoped this would be easy, but turns out it's harder than you thought, lol.

I want to help by showing you:
1. 7 steps with examples
2. Formulas with examples
3. Fill-in-the-blank templates
4. Link to a free online course name generator

▣ Why Do You Need A Great Title?

Ultimately, the difference between a good title and a great title is the amount of "sign ups" and sales you get.

You want to give enough information, yet keep it short and "catchy".

Why?
- It's a great way to build up your brand.
- It set's you apart from your competition.
- It set's expectations - your visitor will usually decide to purchase just from the title alone.

7 STEPS TO CONSIDER WHEN CREATING YOUR TITLE

Step 1

Do you know your audience?

You should know who your target audience is before even creating your course. It's important to know who'll be buying it.

If you don't use the language necessary to specify who it's for, you'll leave them wondering too.

For example, your audience wants to know how they can lose weight without exercising. When they search online, they see these 2 course names:

1. Weight Loss Management
2. Lose Weight Without Breaking a Sweat

Which would you choose? Most people would choose #2 before even reading the course description.

Step 2
Use a keyword tool

Do you know what SEO is? Search Engine Optimization. That means if you optimize your title with powerful keywords, your course title will rank higher in Google search results.

That's a win-win, right?
In any keyword tool (there are free ones online like AnswerThePublic, Keyword Sheeter, Keyword Surfer, Ahrefs Keyword Generator, etc) enter your title idea and the tool will come up with similar keywords and phrases. You may get some great suggestions for your course title.

For example, using **Ahrefs Keyword Generator,** type in your title idea and let the keyword tool do it's thing.

It'll bring up many other phrases that are similar to your query and possibly give you many more ideas to work with.

Step 3

Focus on your benefits

As I said before, people's attention spans are short... very short!

You want to let your visitor know exactly what they'll learn while grabbing their attention so that they'll want to continue reading your course description.

Some examples of "losing weight without exercising" could be:

1. Lose Weight No Exercise
2. Lose Weight Without Moving
3. Lose Weight Without Working Out

Step 4

Show the transformation

Everyone wants to know their transformation in the end. It's not so much about the journey as what they'll look like, feel like, or have accomplished, after taking your course.

How will their life be better?

Using the same example as above:

1. 50 Pounds Lighter Without Moving
2. Slimmer, Sexier You Without Working Out

Step 5

Use power words to get their attention

Power words are used to trigger emotions, and can get someone to sit up and take notice. These words provoke a reaction in your visitor by using their imagination.

Ending your title with such a word can be... well... powerful!

Here are some power words that you could use for specific emotions:

- **Excitement:** bold, transform, exciting, passion, blowout
- **Authority:** masterclass, exclusive, complete, powerful, proven
- **Exclusivity:** unique, hidden, priceless, secret
- **Trust:** proven, guaranteed, scientific, trustworthy
- **Fear:** abuse, anxiety, failure, sabotage
- **Anger:** bitter, panic, rage, hatred
- **Anticipation:** crave, little-known, mystery, forgotten

Step 6

Is it memorable?

Wouldn't you love to have everyone remember your course name? What a great way to build a strong brand, right?

Plus, if the name is memorable, people will share the "actual" name when recommending it to their friends and family, which in turn drives more targetted traffic to your course.

Step 7

Keep it under 65 characters long

I'm sure you're wondering how long your title could be. The best answer is to keep is as short as possible if you want it to be seen in it's entirety on Google or Youtube.

Your title will be cut off after 65 characters. If you need it to be longer than that, then make sure your keywords are in the first part, and add the remaining descriptive words at the end.

That way, your visitor will catch the most important part of your title and hopefully excite them enough to click on your url.

FORMULAS FOR ONLINE COURSE TITLES

#1 Keeping it in 3's

This isn't only a decorating rule, haha. People are genuinely drawn to things that come in 3's. Also, making your title consist of 3 key points makes it much easier to remember.

Formula: A, B, and C

Examples of this could be seen in book and movie titles:
1. Smarter, Faster, Better
2. The Good, the Bad & the Ugly
3. Eat, Pray, Love

#2 Can you do it in 2?

Two strongly connected words, or even contradicting arguments can really grab attention.

Formula: A and B

Examples:
1. Pride and Prejudice
2. The Birds And The Bees
3. Less Work, More Productivity

#3 Use interesting adjectives

If you can draw on the focus or essence of your course, go ahead and include it in your title as as adjective.

Formula: The A of B

Examples:
1. The Pursuit of Happiness
2. The Secrets of a Great Podcast
3. The Psychology of Success

#4 What's the benefit or transformation?

Try and distill your content down to one main thing, then give your visitor the best benefit or transformation that'll come with it.

Formula: (Do something) and (Benefit)

Examples:
1. Think And Get Rich
2. Laugh And Be Happy
3. Work and Reach The Top

#5 Is your course a "how-to" guide?

If you're teaching how to do something, then use "Guide" in your title.

Formula: The/Your (Adjective) Guide to (Doing something / Getting a result)

Examples:
1. The Dummies Guide to _____
2. The Expert Guide to Unique Course Names
3. The Entrepreneur's Guide to Online Marketing

#6 Take them from here to there

While this may seem a lot like formula #4, this is more about showing them the journey they'll take from the starting point to their transformation.

Formula: From (Starting Point) to (Benefit)

Examples:
1. From Here to Eternity
2. From Broke to Financially Confident
3. From Failure to Success

#7 Everyone loves "Easy", right?

If there's one thing people love, it's easy, haha. This alone is a huge enticement to get people to sign up for your course.

Formula:
- **(Your Topic) Made Easy**
- **(Result/Goal) in (amount of time/steps)**
- **(Your Topic) 101**

Examples:
1. Email Marketing Made Easy
2. Play The Piano in 6 Months
3. Affiliate Marketing 101

#8 A look behind the curtain

If there's one thing that people love to know, it's a "secret". And words like "revealed", "exposed", "myth", or "truth" can really get their imagination going.

Just remember to deliver what you promise. You don't want to use words like this if you can't deliver.
- **Formula:**
- **The Secrets of [Your Topic]**
- **[Your Topic] Revealed**
- **Top Myths about [Your Topic] Exposed**

Examples:
1. The Secrets of Successful Marketers
2. Easy Free Traffic Strategies Revealed
3. Top 5 Myths About Making Money Online Exposed

FILL-IN-THE-BLANK TITLE TEMPLATES

- How To ____ in _____
- How To Rock ____
- How To Make A Strong ____
- How To Completely Change ____
- How To Create ____ That Gets ____
- How To Get More ____
- How To Generate More ____
- How To Use ____ To Stand Out
- How ____ Can/To Boost Your ____
- How ____ Can Inspire Your ____
- What To Do With ____
- Where To Find ____
- A Complete Guide To ____
- Ultimate Guide: ____
- Advanced Guide: ____
- Beginners Guide: ____
- Hack: ____
- DIY ____
- Practical Guide: ____
- Full Guide: ____
- How To Unlock ____
- Tips For _____
- Smart Strategies To ____
- Most Effective Tactics To ____
- Essential Steps To ____
- The Dummies Guide To ____
- The Expert's Guide To ____
- The Secrets of ____
- ____ Revealed
- ____ 101

FREE ONLINE COURSE NAME GENERATOR

If all else fails, try using this **"Online Course Name Generator".**
This is a free online tool, followed by more tips below the generator.

I entered "weight loss" as my keyword and it spit out many ideas like:

- The Complete Weight Loss Certification Course
- Zero To Hero In Weight Loss: Complete Weight Loss Guide
- Weight Loss 101: The Basics Of Weight Loss
- The Complete Weight Loss Bootcamp
- 30 Days Weight Loss Challenge

Granted, some may not make sense, but if you keep loading more, you'll eventually find one you like.

And remember what I said before... make sure you can deliver what the title promises!

CONCLUSION

This should give you all you need to come up with a winning title for your course.

If you need any additional help, please feel free to contact me.

Cheers,

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