6 TIPS FOR naming your ONLINE COURSE

To offer your online course to potential students, you need something to call it. You need a name. So let's get down to the work of making a course name that promotes and sells your courses with my six best tips.

TIP NO. 1

Choose a name that conveys the outcome of completing your class.

Are you teaching people how to write emails that sell? To use yoga to look younger? To build a profitable brand? Communicate this clearly. Working these outcomes into your course name gives you a results-oriented title that reminds your prospect of their problem and presents a solution.

Examples of ecourse names that incorporate outcomes:

- **Create a Knockout Graphic Design Portfolio**
- **Start Your Profitable Podcast & Build a Brand**
- **Make Digital Products That Sell While You Sleep**
- **Turn Your Etsy Shop into a Sales Machine**

TIP NO. 2

Use a two-part name for compelling simplicity combined with subtitled clarity.

A two-part name (essentially a short descriptive name plus clarifying tagline) is a way to be super clear and still have room to expand on your topic.

Examples of two-part ecourse names:

- **Work Remotely. Thrive in a Job From Home**
- **Freelancing 101. Turn Your Side Hustle into Cash**
- **Finance for Freedom: Master Your Finances in 30 days**

TIP NO. 3

Always choose clarity over cleverness.

Confused prospects don't take the time to investigate and confused customers don't buy. A clever name that can be taken in different ways can draw the wrong people and prevent the right people from taking that next step (or click) to the spot where you do finally explain.

Examples of simple clear online course names (and their kind-of clever alternatives):

- **Create Show-Stopping Cheesecakes** (better than "You'll Be Pretty Cheesy")
- **Fundamentals of Drum Tuning and Recording** (better than 'Don't Get Drummed Out')
- **Logo Design 101** (better than 'Logo Lowdown')

TIP NO. 4

Convey a complete course or system with words like "formula," "blueprint," and "system."

A great motivator of consumer behavior is the promise of less stress, of a complete and even easy system that will get the student to their outcome. If your course offers this kind of solution, use the name to convey this.

Example of online course names that convey a complete solution:

- **The Teach What You Do eCourse Blueprint**
- **Successful Interview Formula**
- **Evernote Mastery Course**

TIP NO. 5

Double down on the success students can have with your "system" by adding powerful modifiers.

If your system merits it, consider working in powerful modifiers like "complete," "amazing," or "new."

Examples of "awesome-system" course names:

- **The Complete Crowdfunding Launch Formula For Kickstarter**
- **Write In Steps: The Amazing Nonfiction Book Writing Formula**
- **Ultimate Blueprint to Supercharge Your Webinars & Podcast**

TIP NO. 6

Use naming unity for a series of courses.

If you're offering a course series or related courses, use a common name format. And if the courses need to be completed in a particular order, be sure to include that information with integrated numbering.

Example of course series names:

- **Art Journaling 101: Get Started w/ Backgrounds, Collage & Text**
- **Art Journaling 102: Oomph Your Image, Layers & Texture**
- **Art Journaling 103: Master Composition and Color**

Now pull out your pen and paper and work through these tips, writing down possible course names and refining them.

teach what you do