

7 TIPS TO HELP YOU CREATE YOUR


High End

PACKAGE TITLE



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High end packages are more than just a way of making great income in your business, they are also a catalyst for you becoming extraordinary in your life and in your sense of self worth.

Choose a HIGH END package title that will create a feeling of *stepping up* and taking someone to a *new level*. That's what being high end is all about!

Use the following check list to create your High End Package title. I have also added a bonus list of words to help you choose the perfect title for your High End Package.

"Enjoy the process and get creative"

Sandra

7 Steps to Choosing Your High End Package Title:

- The title does not need to spell out everything your client will get in the package. Keep it simple and easy to understand making sure it creates an emotional response.
- Keep your title simple.
- The title does not need to spell out every transformation your client will experience.
- Consider using the word '*Platinum*'. The advantage of using *Platinum* is that people all over the world recognise it as something special.
- Consider the focus of your high end programme and put that into your title. For example coaching programmes.... “leadership and leverage”, “Inner circle” or “Elite Inner Circle”.
- Test out your title by asking someone who is your ideal client “*Is this a title that would make you want to know more about this programme or service?*” Listen for a clear Yes or No answer.
- Don't try to get your title perfect right away. Brainstorm a few ideas, select one as a draft and test it out with your package.

Bonus List of Words



Accelerated

Complete

Custom

Diamond

Distinctive

Elegant

Elite

Exclusive

First-Class

High-End

High-Income

Immediate

In-Depth

Individual

Intensive

Intimate

Luxury

Optimum

Personal

Platinum

Preferred

Premier

Premium

Prime

Private

Proven

Select

Special

Supreme

Unique

VIP

World-Class

I CHOOSE:

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