

Signature System-ology



What Is A Signature System

Think of your Signature System as organizing your unique process, step by step. Each step has clearly defined outcomes -- or results -- along the way.

When prospective clients, customers, guests or team (hereinafter “clients”) see the solution to their problem laid out like this, they feel understood, they feel excited and they feel a tremendous amount of confidence you can help them.

Your Signature System:

- Makes your expertise highly relatable and marketable
- Makes your expertise easy for your ideal clients to understand and want to say yes
- Is an easy way to take the beautiful work you do with clients and put them into a sequence
- Makes it easy for you to talk about what you do
- Makes it easy for your ideal clients to get excited about how you can help them
- Is a dynamic, essential element of building your business
- Is easy to create
- Has the potential to radically transform your business, company or impact mission

How Having a Signature System Creates Better Coherence, Positioning, Loyalty, Lasting Results, Measurable Impact & More Revenue

- #1. Creates Order Out of Creative Chaos
- #2. Stands Out From the Crowded Market
- #3. Spring-Boards One Idea into Multiple New Offers
- #4. Speaking & Joint Venture Opportunities
- #5. Easy Marketing
- #6. Avoids Bright Shiny Object Impulses
- # Keeps You Brand Aligned

Why Clients Will Appreciate Your Signature System

- #1. Your Service Becomes Tangible
- #2. Everything Is Figured out For Them
- #3. Easy to Understand
- #4. Focused On Results

Some Types of Signature Systems ...

1. How to Get STARTED

How do your clients get started creating the results they want, with your expertise? Think of specific steps that help them get into action and meet their first goal or milestone.

2. How to get to the NEXT LEVEL

Where do your clients get stuck and what is the net level they want to achieve? Be specific in how you define this and you'll create a profitable Signature System!

3. What is the STEP- by -STEP process to creating outstanding results?

People love to invest in step-by-step programs so they save time and feel secure knowing they'll achieve the results they want. Be specific in the steps you outline, but remember not to focus on trying to turn your client into an expert at what you do- that's your role.

4. How to master a specific SKILL

Clients love to invest in learning how to master something that they know they need in order to achieve a certain result they want. Signature Systems that show people how to master a skill are great door-openers for getting to do deeper work with your clients for a longer time period

Here's what you'll accomplish from this intensive

1. Choose which TYPE of Signature System you want to create

Each of the 4 Types (there could be more) of Signature Systems work equally well so there is no 'wrong' choice. They're all good and maybe you can think of another type that suits your industry needs.

2. Brainstorm the specific STEPS in your Signature SYSTEM

Note: Listen to the training audio (live or recorded) where I walk you through this is a special guided visualization that makes this super easy and quick to complete.

3. Add Specific CONTENT to each of your steps

Simply list WGT each STEP is important (the problem this step solves for your client) and then add your exercises, materials, checklists, handouts, homework, templates, and teaching/ guiding points.

4. Give each step a NAME

Keep this simple, free of jargon or buzz words. Stay away from cutesy and buzz words. Basic and relatable is best

FIRST: What are the results or the outcomes of your Signature System?

What is the ultimate outcome your clients experience? Be specific!

You induce expert positioning when you become the trusted adviser of your client.

Describe exactly what results each participant or whole organization - or even system- can expect to experience from your program.

Here is an example:

Program for new divorcees: “How To Survive The First 90 Days Of Your Divorce.”

Participants will learn how to / experience:

- Advanced leadership and listening skills
- Handle difficult family situations
- Forgive and let go in order to move on
- A holistic health reboot so they feel energized
- Breakthroughs that leap them to their next level

SECOND: What are the Individual Steps of your Signature System?

Great programs have a certain number of steps, elements, keys, strategies, or techniques. The key is to make the number small. Remember that people love odd numbers, so using 3 Critical Elements, 5 Simple Steps, or 7 Key Strategies works very well. How do you know how many steps to include in your program?

You can now create the steps by printing 10 sheets of the blank (two boxes and says, print multiple) step sheets and tune into the audio training. You’ll come back to the title and handout pages.

Creating Your Title

- ✓ Don't try to be clever – aim for clear
- ✓ Long titles are GREAT!
- ✓ Use a specific number (“5”, not “Five”)
- ✓ Use BENEFIT words & phrases

Here Are Easy Title Formulas:

“How to _____ so you can _____”

“Free your _____ (urgent problem)”

“How you can _____ in the next _____ (# of days)”

“How to _____ in # Simple Steps”

“# Ways to _____ so you can _____”

“_____ (Adjective) _____ (1 word results) Secrets”

“# Secrets/Keys/Steps/Strategies to _____”

Benefit Words:

Easy	Free	Increase	Decrease	Improve
Reduce	Strategy	Simple	Quick	Fast
Learn	Discover	Learn How	Discover How	Proven
How to	Avoid	Mistakes	Strength	Techniques
Sure-fire	Tips	Now	Maximizing	Experience
Elite	VIP	Platinum	High-end	Personal
Criteria	Premium	Accelerated	High-income	Master Mind
Exciting	Diamond	Application		

Add Value to a Signature System With Handouts, Exercises & Materials

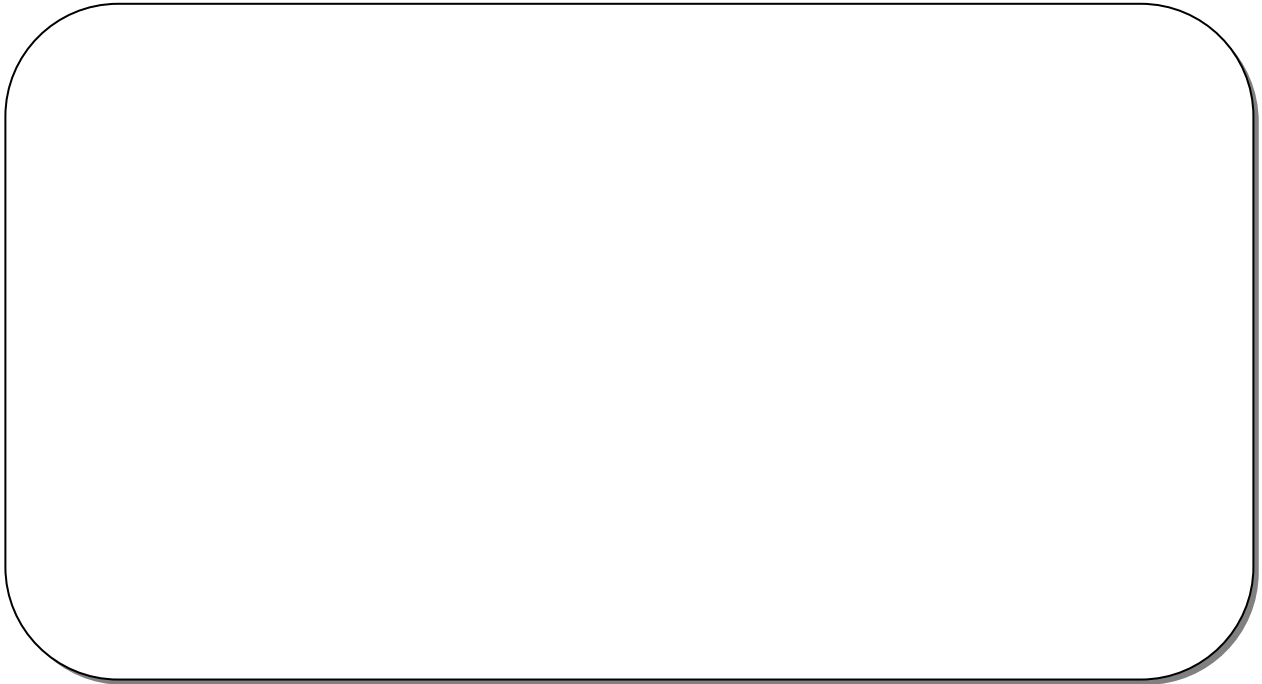
People love handouts, checklists and done-for-you materials because it makes what your client does even more complete and easy for them.

Handouts are always a valuable resource for people and they are very enticing to talk about when wanting to give potential participants confidence that they will be guided every step of the way.

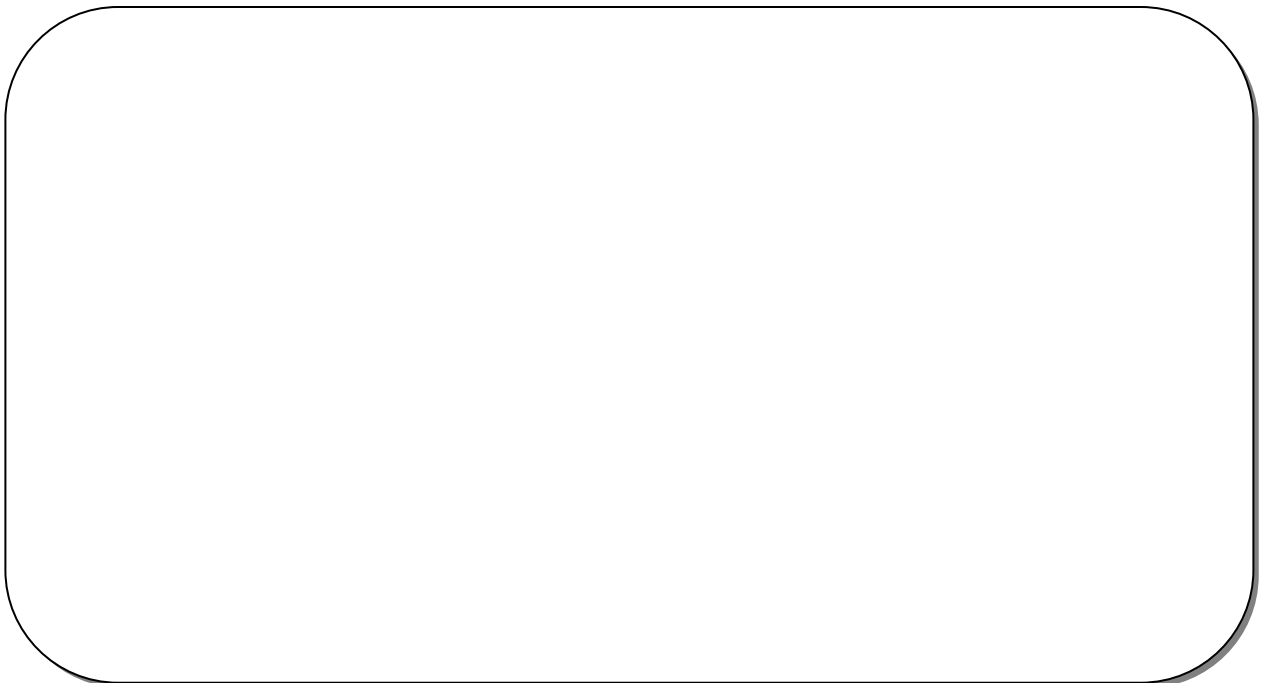
1. Go back through the notes you took during the Signature System creation process and pull out ideas that will create useful handouts for your clients
2. Brainstorm- list out handouts, checklists or other materials that will be a companion for each step in your signature system
3. Write these ideas down in your Signature System Creation Template
4. If above doesn't resonate with you type of business you can use this exercise to brainstorm useful 'tools' that create value for your client AND simplify delivery for you

Signature System Steps Sheet- (Print multiple)

STEP #____:

A large, empty rounded rectangular box with a thin black border, intended for writing the details of a specific step in the signature system.

NOTES: (exercises, content, concepts, etc.)

A large, empty rounded rectangular box with a thin black border, intended for writing additional notes, exercises, or concepts related to the step.

Signature System Creation Template

Title of Your Signature System

STEP 1 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

-
-
-
-

Step #1 Title:

STEP 2 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

-
-
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-

Step #2 Title:

STEP 3 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

-
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Step #3 Title:

STEP 4 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

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Step #4 Title:

STEP 5 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

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Step #5 Title:

STEP 6 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

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Step #6 Title:

STEP 7 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

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Step #7 Title:

STEP 8 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

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Step #8 Title:

STEP 9 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

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Step #9 Title:

STEP 10 of Your Signature System

Notes: (exercises, content, concepts, etc.)

Handouts & Materials

Marketing Bullets:

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-
-

Step #10 Title: