Create Your Signature System

Package Up Your Expertise in a Branded Process That Grows Your Income and Helps More People

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Course Book

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Introduction

Having a signature system that you can package and offer to customers in program form can be a real game changer for your business.

Signature systems are attractive to customers because they provide ready-made, easy-to-follow solutions to their problems. But don't worry about having to find or invent one to use. You base your system on your own experiences and success in a specific area. You already know the process inside and out, so now you can explain it clearly to someone else who wants to get the same results.

You can package up this expertise into a signature program and make it a key part of your existing business, helping you develop a more unique and memorable brand. Or, it may lead you to develop a whole new business or a lucrative sideline.

If you want to take a big leap forward with your business and boost your brand, you want a system that you are known for and which provides you with the potential for multiple income streams.

In this course, you will follow a step-by-step process to design this unique, proven process and turn it into a signature program which will teach people how to implement your system and achieve the same results as you.

Learning Objectives:

By the time you complete this course, you'll be able to:

➢ Recognize the importance of having your own signature system so that you stand out in your market and achieve significant, long-term business growth

➢ Analyze how you currently achieve success in one aspect of your business, whether it's for your own business or from working with clients, so that you can turn this success into a system that will help others

➢ Map and refine your proven system into a unique, step-by-step process so that other people can easily follow it and get the results they want

➢ Identify the Unique Value Proposition of your signature system so that you can differentiate it from your competition

➢ Find the ideal target customers who will be the best fit for your signature system so that they will be able to fully benefit from implementing your system

➢ Create a benefits-oriented, memorable title that communicates the value of your system and will become your core branding, so your signature system can become well-known in the marketplace

➢ Design a program that packages up your system so that people can easily learn how to implement it and get the best results possible

➢ Develop the support materials your clients will need to implement your signature system in your new program so they can quickly put the system into practice

➢ Decide on a price for your main signature system offer so that it reflects the value of your signature program and enables you to meet your revenue goals

➢ Choose sales and marketing strategies to attract clients to your program so that your sales reach the level you expect

➢ Create multiple streams of income that accelerate your business growth by developing different levels or versions of your signature system, so that you leverage it for maximum effect

➢ Consolidate and implement your learning and plan further action steps, so you achieve the goals you set for this course and know how to develop further.

This course is broken down into 12 modules to take you step-by-step through the creation of your signature system and how to turn it into a program that sells.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – How Signature Systems Fuel Your Business

In this course you're going to be designing and refining your signature system and turning it into a valuable program. But before you do that, let's start by getting clear on what a signature system is and how having one will bring major benefits to your business.

What Is a Signature System?

The signature system is your unique solution to your customers' biggest needs, laid out in a clear, easy-to-understand formula. It carries many elements of proven processes that you have devised for your own situation. By sharing this with others, you help them to resolve their own problems.

Most branded signature systems aren't totally unique, but you'll add your own twist to it based on your personal experience of solving a particular challenge. It will be easier for your target customers to understand and implement your system because you've shared your personal journey with them.

Multimillionaire entrepreneurs have gone before you and developed signature programs that catapulted their brand and their business to success.

Now it's your turn. Having a signature system is a quick and effective way to get to 6 or 7 figures in your business.

You can devise a system for almost any activity with several moving parts that a client needs help with.

Here are some examples:

- ➢ Building a list of 10,000 leads in a month

- ➢ Finding a health and fitness routine that fits into 30 minutes per day

- ➢ Decluttering your office in a day and keeping that way

- ➢ Clearing your mind of distractions and achieving greater productivity

- ➢ Writing and publishing a book every month for the next year

- ➢ Using Instagram to bring in new customers to your retail store

You don't have to restrict yourself to just one signature system. You can have more than one on offer at a time, but start out with the primary one you want to be known for. This will build your brand and your reputation in the market. You can become the 'go-to' person for this particular system.

You may want to use different levels of pricing and methods of sharing your system, but the biggest benefits come from having one mid to high-priced program as your core offer and then adding on to this later. Pricing depends on many factors and we'll go into this in detail in a future module. But in general, as your personal involvement with customers increases, the price goes up. For example, an eBook where you lay out your system and then leave it up to the reader to implement on their own is the cheapest. A consulting service where you implement the service for clients would be the most expensive.

Here's a mix of multiple formats from least personal involvement, where people implement the system for themselves, to most involvement, where you implement the system for them:

eBook	**Physical Books**	**Online Courses**	**Video Series**
Speaking	**Webinars**	**Group Coaching Programs**	**Bootcamps**
Retreats	**VIP Days**	**Private One-on-One Coaching**	**Consulting**

- ➤ eBooks

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- ➤ Retreats

- ➤ VIP Days

- ➤ Private One-on-One Coaching

- ➤ Consulting

ATTENTION:

This is only an excerpt from our full course **Create Your Signature System.** The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.