Introduction to Signature System® Creation

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

When prospective 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 marketable
- Makes your expertise easy for your ideal clients to understand and want to work with you
- 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 and show the value
- 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

Signature System® Benefits

#1. Creating Order Out Of Creative Chaos
With your Signature System® you'll feel calm and organised about what you do, and you're able to talk about your services with clarity and confidence.

#2. Standing Out From The Crowded Market
It position you as an expert and specialising is the key to attracting new clients.

#3. Spring-Boarding One Idea Into Multiple New Offers
You can offer your Signature System® in a variety of ways, giving you freedom because you're leveraging your time and your opportunities.

#4. Speaking And Joint Venture Opportunities

Your Signature System® positions you as an expert on your topic.

#5. Easy Marketing

Your Signature System® inspires your copywriting, blog posts, articles and more.

#6. Avoiding Bright Shiny Object Syndrome

With your Signature System® you'll be able to stay focused on what you're offering.

#7. Attracting Clients That Will Love Your Signature System

Transforming what you do into something that looks, feels and seems tangible is crucial.
Your Signature System® says you've figured everything out for your client.
Clients love hearing you have a step by step process because it's focused on achieving a particular result

#8. Standardised delivery and clarity on how each step adds value for your client.

With Signature System® you don't have to reinvent the wheel for each client; it gives you a framework to work within.

Signature System® Q&As

1. Can I have more than one signature system?

Yes, absolutely! Start by focusing on your core signature system first and begin marketing it. Once you've got that established, you can assess whether having an additional signature system would benefit your clients.

2. Should I start with multiple signature systems?

No, you don't want to overcomplicate things or confuse your clients. Start with one signature system that represents your business as a whole. Often, one or more steps of your system will naturally break out as a separate system over time, creating a new profit centre on its own.

3. Does my signature system need to include everything I do with my clients?

No, your signature system doesn't have to cover everything. Clients can go through the entire system or focus on individual elements. You can even place different elements into the various packages you offer. We cover this in more detail in the "Creating High-End Packages" module.

4. What if I can't fit everything I know into a signature system?

You don't need to! Your expertise is extensive, but your signature system should focus on the essentials. The goal is to provide a clear sequence of steps that don't overwhelm you or your clients. Simplifying can be difficult when you're immersed in your work, but it's important for clarity and effectiveness.

5. What if I customise my approach for each client?

That's okay! While your approach may vary slightly based on the client, there is usually a core system you follow that takes your clients from point A to point B. We will uncover this together, whether you've been consciously aware of it or not.

6. What if what I do feels too simple or obvious to me?

This is called proximity bias. Because you're so familiar with what you do, it may feel like everyone else should know it, too. The truth is, your clients don't have the same knowledge and experience as you. They value your insights and expertise, and the transformation you offer is incredibly valuable to them.

7. Will I get bored working with just one signature system?

No, you won't get bored. You'll actually become better and better at marketing and delivering your system. As your expertise deepens, so will the opportunities to grow your business. You'll fall in love with it and become extraordinary at it!

8. Will others get tired of hearing about the same system?

No. In fact, the more you talk about it, the more you'll become known for your specific expertise. Most people need to hear about something multiple times before they decide to buy. When you become known for something, clients will come to you already pre-qualified, making the sales process easier and clients more engaged.