

Adding Value to Your Signature System® with Handouts & Materials

Your Signature System® is a structured approach to delivering your expertise and helping your clients achieve their goals.

Adding resources, handouts, or tools enhances its value, making it easier for clients to understand, implement, and stay engaged.

People love tangible tools like handouts, checklists, and templates because they make your guidance actionable. These resources also add perceived value to your offer and can be powerful selling points when talking to potential clients or presenting your services.

It's important to remember:

- **You don't need a resource for every step.** Focus on quality over quantity.
- **You may already have informal resources.** Review your existing materials and repurpose them into valuable tools for your clients.
- **Resources don't have to be complex.** Simple, actionable tools can often have the biggest impact.
- **You can turn any of these resources into lead magnets or freebies** to share with your audience and grow your mailing list.

Use this guide to brainstorm ideas and create resources that complement your system.

Here are some helpful questions to guide your resource creation process:

Signature System Materials and Resources Creation

1. What would make a powerful workbook?

- What are the key exercises or steps your clients need to take to get results?
- Could you break these into a simple, structured workbook format with clear instructions?

2. What would make a helpful resource library?

- What tools, frameworks, or cheat sheets would help your clients implement your advice faster or more effectively?
- Are there any guides or resources you've already created informally that could be polished and added here?

3. What would be an effective video series or tutorial?

- Can you break down complex concepts into short, digestible video tutorials?
- What's the simplest way to visually guide your audience through key steps?

4. What would be a quiz or self-assessment tool?

- Could a quiz or assessment help your clients understand where they stand and what steps to prioritize?
- What tools (e.g., JotForm, Typeform, ScoreApp) could you use to create this?

5. What would be a collection of FAQs?

- What common hurdles, objections, or misunderstandings do your clients face?
- Could you create a FAQ guide or resource to address these?

6. What would make a good email course or challenge?

- Could your system be broken into bite-sized, actionable steps delivered over a few days or weeks?
- What's a simple topic or goal that could be achieved through daily or weekly emails?

7. What would be a downloadable script or template?

- What are the exact scripts, templates, or phrases that your clients need to implement your advice?
 - How can you make these ready-to-use and easy to customize?
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Other Examples of Resources

- **Quick Tips for Common Problems:** A go-to guide for immediate solutions.
 - **Step-by-Step Process Cheat Sheet:** Simplify complex processes.
 - **Time-Saving Tools and Resources:** Lists of tools to streamline tasks.
 - **Actionable Phrases or Scripts:** Templates to communicate effectively.
 - **Progress Tracking Cheat Sheet:** Help clients track their results.
 - **Compliance Checklist:** Ensure clients meet necessary standards.
 - **Data Insights Guide:** Teach them how to interpret key metrics.
 - **Do's and Don'ts Guide:** Clear guidelines for better outcomes.
 - **ROI Calculator:** Help clients see the value of their efforts.
 - **Metrics Tracker:** A framework to monitor important KPIs.
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Your Action Steps

1. Choose 2-3 Resource Ideas

- Review the questions and examples provided above.
- Identify 2-3 resources that would add the most value to your Signature System® and are easiest to create.

2. Create Your Resources

- Look through your existing notes, guides, or templates to see if you already have informal resources you can repurpose.
- Decide if there are additional materials you want to develop.

3. Incorporate Them Into Your Signature System® Template

- Add your selected resources to the relevant steps in your system.
- Optionally, assign a monetary value to each resource to highlight its contribution to your offer. You can share this on your package sales page later on or be aware of it for yourself as you set fees for your services.

4. Choose One Resource as Your Lead Magnet

- Pick one resource to repurpose as a free lead magnet to grow your audience and mailing list.