

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. Remember, 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.