

Signature System

What Is A *Signature System*®

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
- 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

Signature System® Mindsets

#1. Creating Order Out Of Creative Chaos

- Mindset: 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

- Mindset: Specializing is the key to attracting new clients.

#3. Spring-Boarding One Idea Into Multiple New Offers

- Mindset: 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

- Mindset: Your *Signature System®* positions you as an expert on your topic.

#5. Easy Marketing

- Mindset: Your *Signature System®* inspires your copywriting, blog posts, articles and more.

#6. Avoiding Bright Shiny Object Syndrome

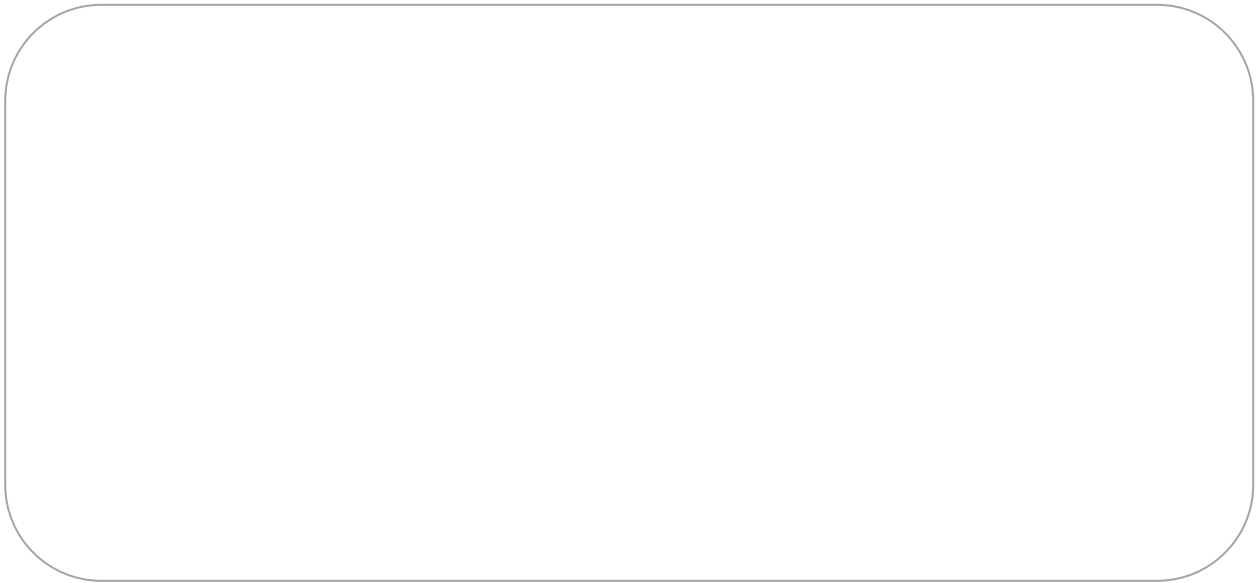
- Mindset: With your *Signature System®* you'll be able to stay focused on what you're offering.

#7. Attracting Clients That Will Love Your Signature System

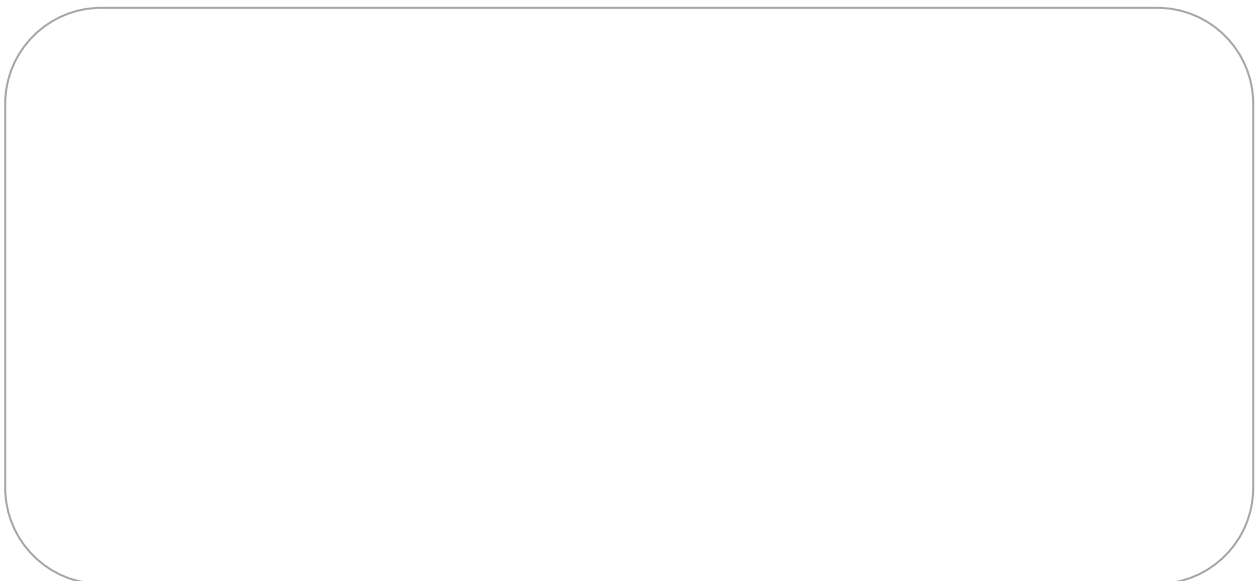
- Mindset: Transforming what you do into something that looks, feels and seems tangible is crucial.
- Mindset: Your *Signature System*® says you've figured everything out for your client.
- Mindset: Clients love hearing you have a step by step process because it's focused on achieving a particular result

Signature System® Creation Steps Sheet

STEP # ____:

A large, empty rounded rectangular box with a thin gray border, intended for writing notes for a specific step.

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

A large, empty rounded rectangular box with a thin gray border, intended for general notes or exercises related to the signature system.

Your *Signature System*® Outline

Overall Title of Your *Signature System*®

STEP 1 of Your *Signature System*®

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

Handouts & Materials

Marketing Bullets:

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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:

