# Developing Your Signature System

Have you ever noticed how much easier life is when you have a system to follow? People love systems because it takes the guess work out of things. Your clients will love your signature system because they are not stuck trying to figure out what to do first, next and last. You have supplied them with the recipe for success.

Having a signature system also establishes you as an expert. You can lead your clients with confidence knowing they will get better, faster results following your program than they would trying to piece things together on their own. You will also be distinguished in your field as your system will be UNIQUE to you and your point of view.

Don’t worry that you will not have enough material or that you are in a non-creative field. Almost any service provider can develop a system. You simply put into steps what you already do with the people you serve and voila, you have a system.

**The most important thing to remember when crafting your signature system is to start with the end in mind.**

Before you even begin filling in the actual steps of your system, you need to be very clear about whom the system is specifically designed for, what needs are being addressed, what specific results they will get and any tangible takeaways they will receive throughout the process.

In order to effectively state what the results and benefits of your program are, **you must start with knowing what your clients’ greatest needs and concerns are.**

Here are some important questions to think about:

**What is your ideal client’s greatest challenge *right now*?** What do they need most to resolve this problem or fulfill this desire *right now*? What solutions do I offer to address these needs?

We are going to use your answers to the previous questions to craft a system that is specifically designed and positioned to be highly attractive to your target audience.

# IDENTIFYING YOUR SIGNATURE SYSTEM

**For whom is your system created?** For example, the Clear Voice Branding System is for entrepreneurs who want to attract more of their ideal clients, stand out as industry leaders, and make more money in their businesses.

**What specific needs or challenges are being addressed in this system**? Ex: “This system helps entrepreneurs who struggle with knowing how to communicate their value and understanding how to package and market their services.”

**What specific results will they get as a result of going through your system?** Ex: If you are a health coach, your clients might lose weight, reduce their cravings for sugar, have more energy and look younger.

**What tangibles will they get?** Ex: My health coaching clients get a weight tracking system, a 6-month meal-planning template, access to over 100 healthy recipes, and weekly videos on specific exercises.

**What if any are the fringe benefits of going through this system?** Ex: My story-writing clients get a greater sense of self- awareness and develop more confidence when speaking to others about their business.

# BUILDING YOUR SIGNATURE SYSTEM

**SYSTEM STEPS**

Now that you’ve identified your clients’ issues and your solutions, you need to list the steps you actually go through when you work with clients. Start with the very first thing you do and work sequentially. If you do not already follow any specific order, use this space to brainstorm all the different services and functions you now offer or would like to offer. Just get them down on paper. You will put them in a logical order in the next step.

If you find you have way more than 10 steps at this point, it’s ok, just list everything. Afterwards, go back and try to group some of the steps together or eliminate completely those steps that seem extraneous. Try to whittle your final list to 10 or fewer. If you have steps left over about which you feel strongly, you can hold on to them to create other programs or bonuses later.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

**Ordering, Naming & Describing Your Steps**

Now is the time to put your steps into 10 or fewer groups or modules. For each step, chose a clear name and tag which describes what you will do. For example, Module #1 Goal Setting—Creating clear and concise goals to grow your business, or Step #2 Cleansing—Clearing out your pantry of all junk food etc. So go ahead and order your steps and them give them clear, descriptive names.

|  |  |
| --- | --- |
| **Name** | **Description** |
| **1.** |  |
| **2.** |  |
| **3.** |  |
| **4.** |  |
| **5.** |  |
| **6.** |  |
| **7.** |  |
| **8.** |  |
| **9.** |  |
| **10.** |  |

**Identifying the Benefits, Actions and Consequences of Each Step**

Finally, and **most importantly**, you are going to name the specific benefits your client will get from completing each of the steps in your signature system. Remembering your ideal client’s problems from earlier, think carefully about the benefits or specific results or tangibles they will get from completing each step of the system.

Then describe what happens in each step, what they will be doing.

Finally, describe what the potential consequences would be from not doing this step. This is very powerful and can be a great tool for creating marketing copy.

**Example:**

Module #1 Goal Setting

**Actions:** You will identify and prioritize your most important and on-brand goals.

**Benefits:** Clear direction, save time not wasted on false starts, focused energy, time prioritization.

**Consequences of not doing this:** It will take you longer to reach your goals, may not reach your goals at all, may reach inauthentic goals, not make as much money, waster time and energy…

# Your Signature System StepsBenefits, Actions, Consequences

For each of **your** steps try to name 3 benefits, actions & consequences your client will get from completing or not completing the module.

**Module #1** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What you will do:**

a.

b.

c.

**Benefits:**

a.

b.

c.

**Consequences:**

a.

b.

c.

**Module #2**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What you will do:**

a.

b.

c.

**Benefits:**

a.

b.

c.

**Consequences:**

a.

b.

c.

**Module#3**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What you will do:**

a.

b.

c.

**Benefits:**

a.

b.

c.

**Consequences (#3):**

a.

b.

c.

**Module #4**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What you will do:**

a.

b.

c.

**Benefits:**

a.

b.

c.

**Consequences:**

a.

b.

c.

**Module #5**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What you will do:**

a.

b.

c.

**Benefits (#5):**

a.

b.

c.

**Consequences:**

a.

b.

c.

**Module #6**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What you will do:**

a.

b.

c.

Benefits:

a.

b.

c.

**Consequences:**

a.

b.

c.

**Module #7**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What you will do:

a.

b.

c.

**Benefits:**

a.

b.

c.

**Consequences:**

a.

b.

c.

**Module #8**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What you will do:**

a.

b.

c.

**Benefits:**

a.

b.

c.

**Consequences (#8):**

a.

b.

c.

**Module #9**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What you will do:**

a.

b.

c.

**Benefits:**

a.

b.

c.

**Consequences:**

a.

b.

c.

**Module #10**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What you will do:

a.

b.

c.

**Benefits(#10):**

a.

b.

c.

**Consequences:**

a.

b.

c.

***Congratulations!! You did it!***