WITH
MARGIE
BEISWANGER

YOUR SIGNATURE PROGRAM

THE KEY TO NEXT LEVEL SUCCESS

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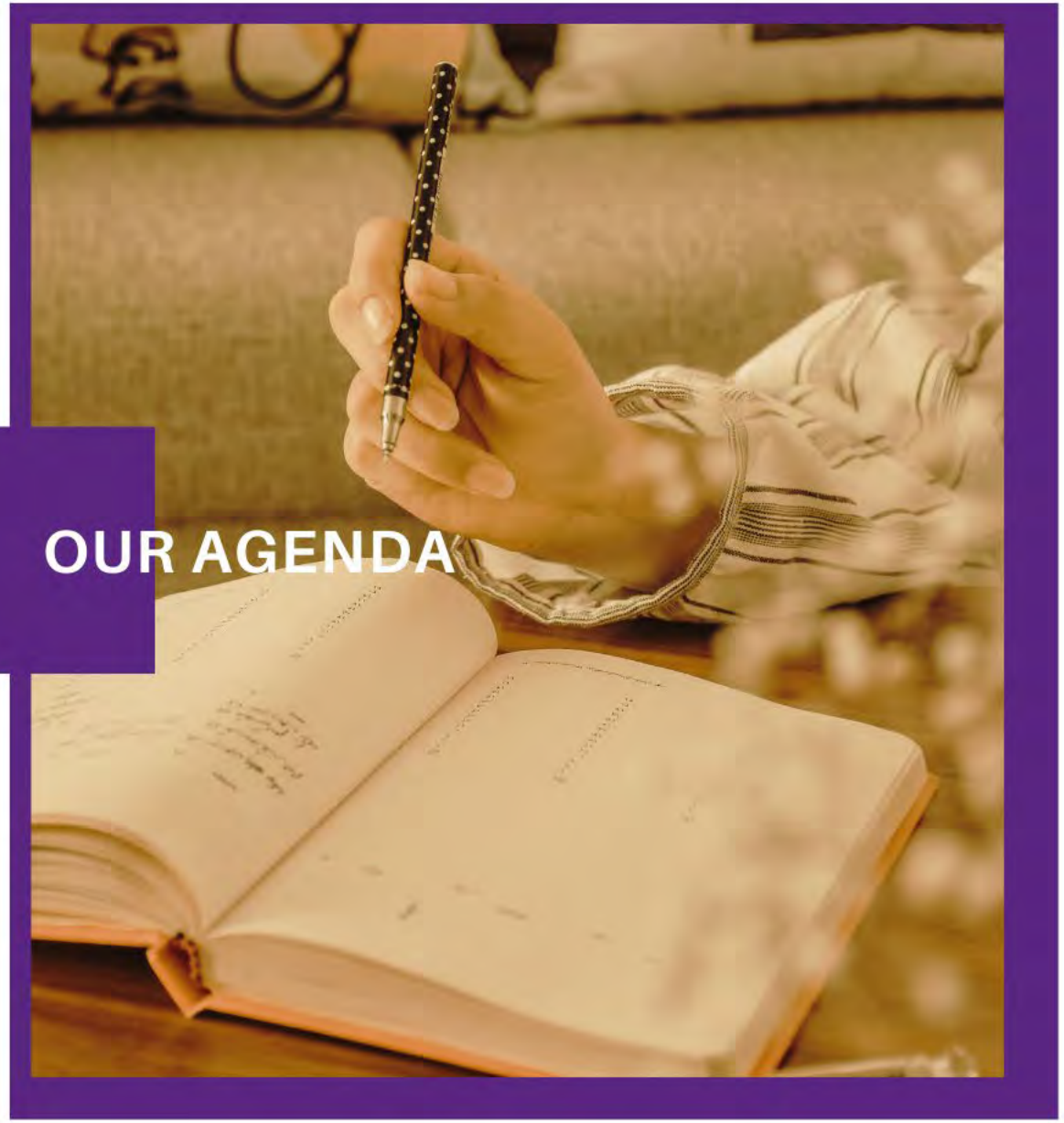

OUR AGENDA

SIGNATURE PROGRAM:

DEFINED

BENEFITS

TEMPLATE

STEP-BY-STEP

ACTION PLAN

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What is a signature program?

IS NOT	IS
✗ Cookie-Cutter	✓ Structured
✗ Formula	✓ Valuable
✗ One-Size-Fits-All	✓ Guidance

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Your signature program is a comprehensive framework for working with your clients that enhances their ability to achieve their desired results

What are the benefits?

More of your ideal clients

SAY YES!

to working with you

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YOUR SIGNATURE PROGRAM 5-STEP TEMPLATE

5 MARKET

4 DESIGN

3 CREATE

2 FOCUS

1 CLAIM

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YOUR SIGNATURE PROGRAM 5-STEP TEMPLATE

1 CLAIM YOUR TRIBE

You Absolutely Need to Know

- WHO your signature program is for
- What problem they want solved

You can’t create a successful signature program if you don’t know who you’re trying to help and what kind of help they want.

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1 CLAIM YOUR TRIBE

Who's in your tribe?

- *Who is your ideal client?*
- *Can you identify them with at least six or more relevant descriptors or adjectives?*

What's their problem?

- *What keeps them up at night?*
- *What are they searching for a solution to?*

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YOUR SIGNATURE PROGRAM 5-STEP TEMPLATE

2 FOCUS YOUR EXPERTISE

You Absolutely Need to Know

- How to confidently communicate your expertise
- How your expertise supports your clients' needs

You must develop a signature program that utilizes your expertise *and* meets your clients' needs so that both you and your clients see you as the expert who can help them get results.

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2 FOCUS YOUR EXPERTISE

What IS your expertise?

- *Identify and focus your gifts, talents, strengths, experience, and training.*
- *What are you passionate about?*

How does your expertise help?

- *How does your expertise match up with your tribe's needs/ problems?*
- *How does it help them get the results they desire?*

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3 CREATE YOUR FRAMEWORK

You Absolutely Need to Know

- The 'process' you use when working with clients
- The milestones that will take them from 'here' to 'there'

Your framework allows you to share your expertise in a way that your clients are interested in... that meets their needs and they're willing to invest in.

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3 CREATE YOUR FRAMEWORK

What is the journey (path/road) you take clients on?

- *Identify the steps along the way from 'here' to 'there'.*
- *What are you teaching at each step and WHY?*

What will get them to their desired result?

- *What is the key outcome of each milestone?*
- *How does each milestone help achieve the end result they desire?*

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4 DESIGN YOUR DELIVERY

You Absolutely Need to Know

- Most effective format for delivery
- Program delivery method is aligned with previous steps (tribe, expertise, framework)

By considering multiple aspects of the design equation, you'll identify your ideal mix of program format and components that are in alignment... for you, your clients, and the results they desire.

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4 DESIGN YOUR DELIVERY

How do you <u>want</u> to design and deliver your program?

- *Ideally, what's included in your program and how is each component delivered?*
- *What would be <u>easiest</u> for you to design and deliver ?*

How are your delivery methods aligned...

- *Ease of creation and delivery for YOU?*
- *Attractiveness to your ideal client?*
- *Delivers the results they desire and you've promised?*

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5 MARKET YOUR MAGIC

You Absolutely Need to Know

- How to confidently share your expertise with your ideal audience
- How to create a personalized marketing strategy

By transforming your expertise and natural brilliance into a signature program, you've created a little bit of **magic**. If you want to take your business to the next level, you've got to share it!

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5 MARKET YOUR MAGIC

"What's in it for me?"

- *How can you describe your signature program in ways that helps your ideal clients SEE what you do?*
- *And SEE what's possible for them?*

What type of marketing is in alignment for me?

- *What marketing options are a good match for you, your clients, and your signature program?*
- *Which of those would be <u>easiest</u> to get started with?*

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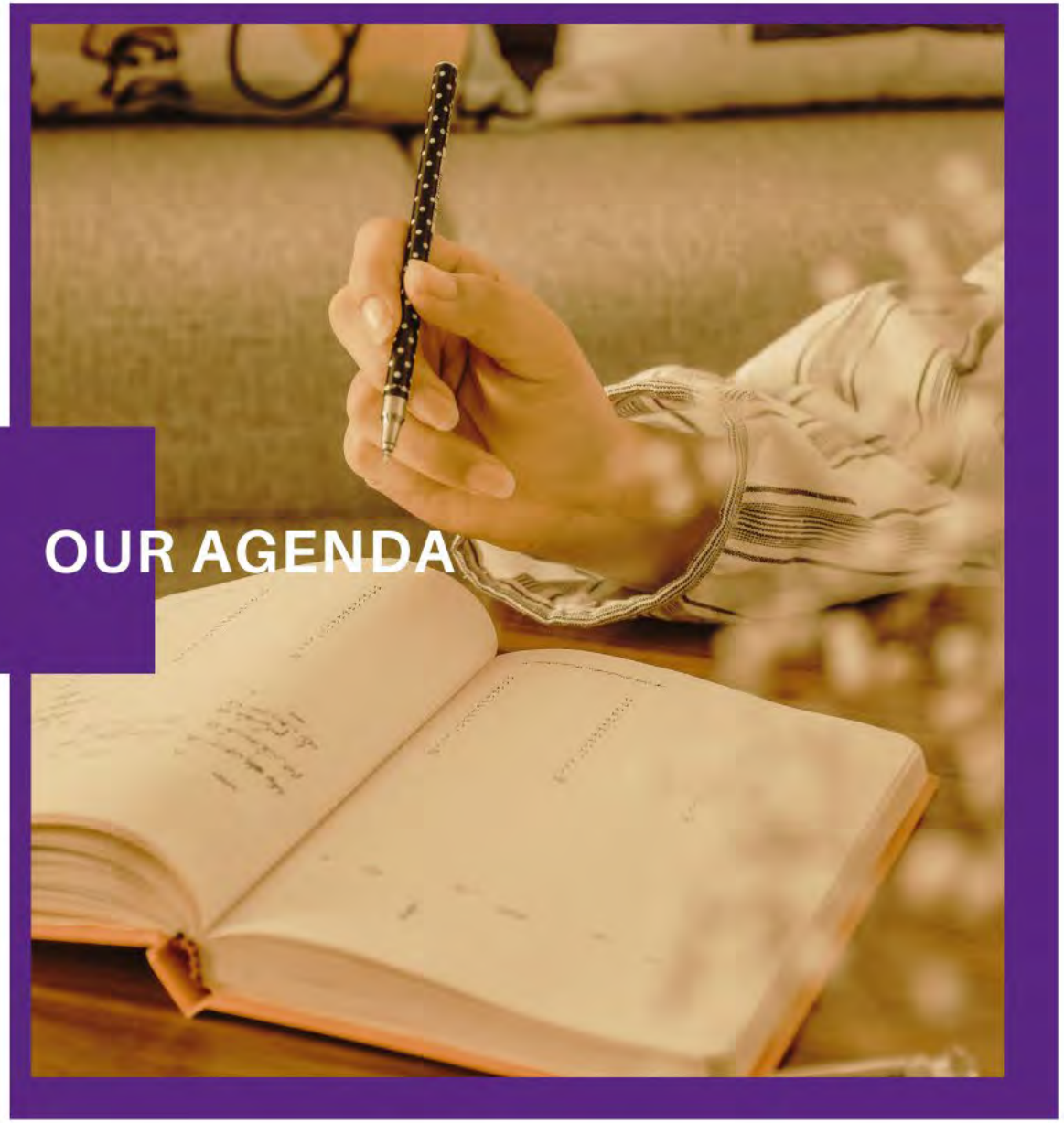

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DEFINED BENEFITS

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CALL TO ACTION:

BEGIN NOW!

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Review and list the actions YOU want to take for each of the steps outlined in the template

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IDENTIFY:
WHAT IS YOUR #1 PRIORITY?

What is your end goal?
What is most important right right now?

DECIDE:
WHERE YOU WILL START

What is a good starting place?
What will completion of that accomplish?

CHOOSE:
ONE SINGLE ACTION STEP

Break it down and choose one single action step that can be completed in a VERY short amount of time.
Then keep going... one action step at a time.

TIPS FOR TAKING ACTION!

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CONGRATULATIONS!

You now have the KEY to your NEXT LEVEL SUCCESS

Your signature program will help you build a successful, flourishing business that will provide you with the income and freedom you desire.

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FREE RESOURCES

- This Worksheet
- Slide Deck
- Quick Reference: 1 pg Step-by-Step Template
- Exclusive coupon code

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