

# YOUR SIGNATURE PROGRAM: THE KEY TO NEXT LEVEL SUCCESS

## Your Signature Program 5-Step Template

### #1 CLAIM

You absolutely need to know who your signature program is for and 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.

#### NOTES

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### #2 FOCUS

You absolutely need to know how to confidently communicate your expertise and 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.

#### NOTES

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### #3 CREATE

You absolutely need to know the 'process' you use when working with clients and 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.

#### NOTES

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### #4 DESIGN

You absolutely need to know what the most effective format for delivery of your program will be AND ensure that your program delivery method is aligned with the 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.

#### NOTES

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## #5 MARKET

You absolutely need to know how to confidently share your expertise with your ideal audience and 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!

### NOTES

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### Call to Action: Begin NOW!

You can do this! So please take action. One step at a time. Give yourself the support you need – and deserve – to do this. Do it for you and for your business's future. You are worth it.

**Review and list the actions YOU want to take for each of the steps outlined above:**

STEP #1: CLAIM

STEP #2: FOCUS

STEP #3: CREATE

STEP #4: DESIGN

STEP #5: MARKET

## FREE RESOURCES

Visit this page of my website to receive free resources related to this workshop AND an exclusive coupon code just for Virtual Experts:

<https://signaturebrilliance.com/virtualexpertresources>



## MEET MARGIE

You can learn more about me [here](#). Read what my clients have to say about working with me [here](#). Any questions about this workshop, [email me](#) and I'll gladly respond.



If you would like to learn how I can help you create your signature program, take a look at my website and [sign up for a complimentary consultation](#). One of my specialties is helping my clients create their own signature programs that can take their business success to the next level!

