

# Build A Highly Profitable Business By Creating A Signature Program

## Challenges a Signature Program Solves

- Lack of Clients
- Price cutting, low income
- Burnout
- Lack of marketing content
- Too many offers yielding scattered and inefficient marketing
- Focusing on too many things (Shiny Object Syndrome)
- Lack of confidence, motivation
- Zero processes and procedures, creating lots of wasted time

## Advantages of a Signature Program

- More clients paying higher fees
- Charge for the results your program facilitates
- A proven path to follow to get your clients results
- Source of unlimited marketing content directed at the right people
- Authority positioning built in
- A solid program to become known for
- A highly converting no pressure client enrollment process
- A duplicatable process to scale

A great way to leverage your expertise and build your business is to create a signature program and a process for teaching it to your clients.

Free events to  
learn more

A signature program is a method for solving a problem your audience faces. It's a method you've used in the past, or have used to help clients solve a problem which you can teach to others so they can achieve the same results.



**This system can earn you income directly, but it can also be used for branding, gaining exposure, building a marketing funnel, and setting up multiple streams of income.**

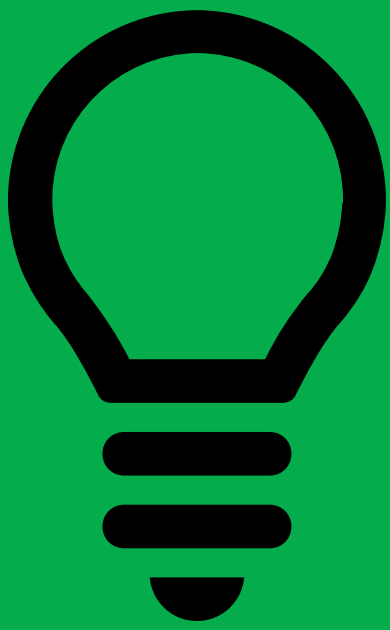
**Learn more about how a Signature Program can transform your business at one of our FREE EVENTS.**

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# 5 Steps to Build A Highly Profitable Business By Creating A Signature Program

## 1. Identify and Design Your Program

Your signature program is something you've used in the past that's worked for you. Everyone has a system they can teach!

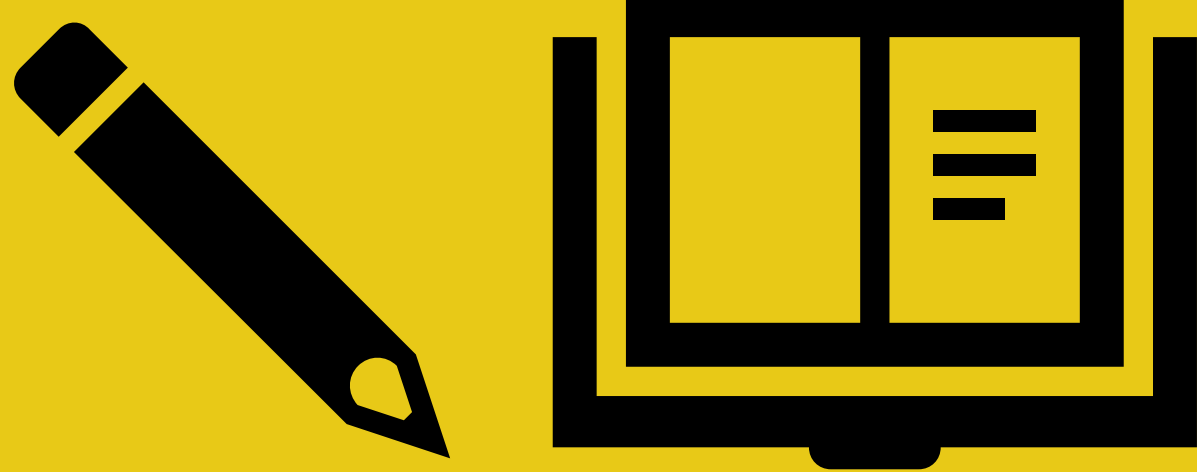
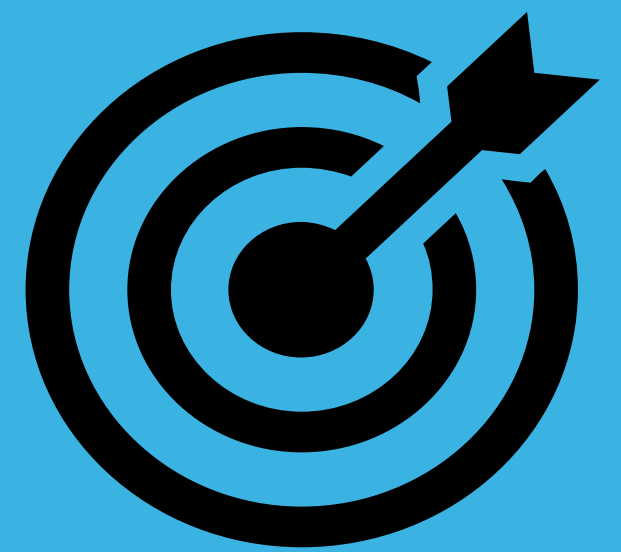


## 2. Define Program's Uniqueness

The true value of your program is that it's unique. Differentiate yourself from the competition & identify your unique benefits to use in your marketing.

## 3. Identify Target Markets for Your Program

Find out exactly what market you are targeting. What are your market's pain points? You're looking for people who are suffering from the problem your program solves.



## 4. Craft an Enticing Title

This is the first thing people will see. Make your title brand consistent, specific, memorable and exciting!

## 5. Package and Sell Your Program

The program is what you used to get success; the packaging is the container you put your system in so that others can use it and get the same results.

