

PURPOSE TO PROFITS:

5 Simple Steps to Create a Passionate
Signature Program for a Big Profit



This program is for anyone who is ready to put out into the world something Uniquely and Passionately YOURS!

Creating a signature program that will set you apart and immediately:

- Position yourself as an expert in your field
- Attract customers and clients to work with you
- Get you on stages, interviews and media
- Make a huge impact in your life and others!



“The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience.”

— Eleanor Roosevelt

STEP #1: CONNECT with your Passions, Purpose and Gifts

Clearly Define your PASSIONS:

Question #1: What do you LOVE to talk about?

Question #2: A 3-day Escape!

Question #3: What do you Geek Out on?

STEP #1: CONNECT with your Passions, Purpose and Gifts

Clearly Define your Purpose:

Question #1: How do you want to Help People?

Question #2: Why are you here?

Question #3: What Big Difference do you want to make NOW?

STEP #1: CONNECT with your Passions, Purpose and Gifts

Clearly Define your Gifts:

Question #1: What do you think you're pretty great at?

Question #2: What do other people think you're pretty great at?

Question #3: What education, certifications, skills do you have?

Step #2 : DISCOVER your Tribe and the Problem you Solve

A tribe is a group of people bound by common characteristics, habit, interests or ideas which influence their reason for purchasing a product or utilizing a service.

Who is your Tribe?

What kind of people do you like to hang out with?

PS: they don't have to be just like you

Step #2 : DISCOVER your Tribe and the Problem you Solve

Describe who your FAVORITE customer or client is or what you imagine they would look like and act like.

What are their top 3 problems?

What can you do to solve one of these problems, based on your passions and purpose and gifts?

Step #3: CREATE your signature program content

Top Tips for a Title

1. Solve the Problem
2. Use Simple Words that Sell
3. Add STEPS, SIMPLE, SYSTEM, STRUCTURE, PROCESS, SPIRAL, etc.
4. Don't Confuse - Clarity is Key

Step #3: CREATE your signature program content

How to Structure Your Unique Signature Program

- acronym,
- actions,
- theme,
- metaphor,
- verb,
- adjective,
- result

Step #3: CREATE your signature program content

Andrea's PROGRAM Advice and Checklist

- Does each Module have a strong WHY or Stand Alone Importance?
- Consistency in voice and content?
- Is there clear action to take?
- Does each one build upon the other?
- Does the last step END in SOLVING the problem?
- Where does it LEAD?
- Amount/Depth of Content ?

Step #3: CREATE your signature program content

Create Your Signature Program Modules.

Email me at andrea@inspireme2b.com for me to give you a quick review.

Step #4: DELIVER in a way that Connects and Transforms

10 Delivery Idea List:

Video Training, Audio Training, Written Formats, Speaking Gigs, Workshops, Memberships, Live Events, Educational, Packaged Products, Gatherings, Group, One-on-one, In-person/Online.

Step #4: DELIVER in a way that Connects and Transforms

Tune into YOUR voice: How do you best communicate?

Tune into THEIR minds: What is the most effective way to inspire change?

Tune into YOUR purpose: What do you want to be doing?

How you will deliver your Signature Program:

Step #4: DELIVER in a way that Connects and Transforms

PRICE: Formula for Finding the SWEET spot

Step #5: ATTRACT your tribe to your Signature Program

Step Into Your CIRCLES

Five main groups/places you spend your time besides home.

Step #5: ATTRACT your tribe to your Signature Program

9 TOP ways to market, grow your list and fill your program

1. Send all friends and fans an email announcing your program
2. Offer a FREE gift on your website to collect opt-ins
3. Blog and Comment on other website sites
3. Write your own weekly newsletter/blog to create a connection
4. Connect and Collect - business cards and emails at all events and wherever you go
5. Speak on Another Stage
6. Hold a Workshop or a one-day event
7. Ask for a Referrals - Friends, Colleagues, Social Media shares
8. Get Interviewed on tele summits, radio shows, podcasts or host one yourself
9. Publish your program as an e-book and become an author

Step #5: ATTRACT your tribe to your Signature Program

Your **SAY YES** Sales conversation technique.

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One-on-One Laser Coaching to take you from your PURPOSE to PROFITS in only 6 Months! You will walk away with your very OWN UNIQUE Signature Program ready to deliver with a strategic marketing plan completely in place!

***Contact Andrea today for a 30-minute Purpose to Profits Consultation at andrea@inspireme2b.com.**