

Purpose to Profits

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



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

Creating a signature program 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:

Answer #1:

Question #2:

Answer #2:

Question #3:

Answer #3:

Clearly Define your Purpose

Question #1:

Answer #1:

Question #2:

Answer #2:

Question #3:

Answer #3:

Clearly Define your Gifts

Question #1:

Answer #1:

Question #2:

Answer #2:

Question #3:

Answer #3:

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? List up to 4 Adjectives.

- 1.
- 2.
- 3.
- 4.

Describe your FAVORITE customer or client:

What are their top 3 problems?

1)

2)

3)

Pick just one from the above items. What can you do to solve these problems, based on your passions, purpose and gifts?

Step #3: CREATE Your Signature Program Content

Top Tips for a Title:

- 1.
- 2.
- 3.
- 4.

How to Structure Your Unique Signature Program (acronym, actions, theme, verb, adjective, result)

Andrea's PROGRAM Advice and Checklist

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

Your Signature Program Modules:

1.

2.

3.

4.

5.

6.

7.

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

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

Tune into YOUR voice:

Tune into THEIR minds:

Tune into YOUR purpose:

How you will deliver your Signature Program:

PRICE: *Formula to finding the SWEET spot

Step #5: ATTRACT Your Tribe to Your Signature Program

Step into Your CIRCLES

Five main groups/places/ways you spend your time:

1.

2.

3.

4.

5.

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

- 1. Send
- 2. Offer
- 3. Blog
- 3. Write
- 4. Connect and Collect
- 5. Speak
- 6. Hold
- 7. Ask
- 8. Get
- 9. Publish

Your **SAY YES Sales** conversation technique.

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

PURPOSE TO PROFITS | 5 SIMPLE STEPS TO CREATE A PASSIONATE SIGNATURE PROGRAM FOR A BIG PROFIT BY ANDREA ALLEN

