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Creating Multiple Streams of Income

Three Simple Secrets to Discovering Your Signature System

There are two things (yep, just 2) that will make you stand out and make a very lucrative income in the world of wellness. The first is your brand and the second is your Signature System.

Your Signature System is what makes you/your products/your services unique.

It's what YOU do that no one else does. It's a specific method, technique, or series of steps that you've developed for your clients. You have one, trust me. Everyone does - but most don't realize it and even more don't define and/or use it (silly wellness pros!).

Your Signature System is one of the things (your brand is the other, in case you haven't been paying attention) that will allow you to charge higher rates, gain more respect, get publicity, have street cred (that's credibility if you're not uber hip), and have you looking way cooler than your colleagues.

People LOVE step-by-step systems! They don't buy training, weight loss programs, coaching, or any other wellness service or product – they buy solutions to their pain and frustration.

Go through the following three steps to discover your Signature System today!

1. Define It

1. Define the problems/pain/frustrations your ideal client has.

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2. List the steps you follow to alleviate the problems/pain/frustrations? (Condense this into 5 – 10 steps to keep it simple. No one wants to follow (read: no one will buy) a 37 step program.)

2. Differentiate It

1. What makes your technique or method for alleviating their problems/pain/frustrations different? (This is a biggie so really put some time and thought into this.)

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3. Name It

1. Think of a snazzy, jazzy name for your specific method or technique. Everyone loves a good name. Hearing “*I have a 5-step System for _____*” is much more enticing to your ideal client than hearing “*I can help with that.*”

Use the box below to brainstorm. Let the thoughts just flow.... Then, go back and choose your top three. Sleep on it and then decide which one speaks to you (and tells you it will help take you to the next level in your field!).

Let's Recap

Fill in the blanks and start practicing selling your Signature System today!

YOU:

I have developed a Signature System called _____.

It's a (# of steps) step program that (gets rid of/eliminates/repairs/alleviates/etc)
(plug in frustrations/pain/worries here)_____.

YOUR IDEAL CLIENT:

Where do I sign up?!