



## Create Your Incredible Factor Signature Business Move System

To stand out in the marketplace, you MUST develop your own signature system—this will be the foundation of your talk, products, programs, and services!!! Each step in your system is necessary to achieve the system’s primary goals yet each step can be created into its own stand-alone system. Yippee and CA-Ching! What this means is that the foundation of your business, your next ideal clients, your next everything will come once the system is complete. It will instantly make you an expert and increase your perceived value, which means you can charge a lot more!!!

### What is the transformation that your system will provide?

You need to be very specific about the ultimate transformation your ideal clients will experience in working with you. You also want to be able to describe the exact results each participant can expect to experience from your system.

### What results can each participant expect to experience from your system?

**Here’s an example:** *A system for newly married people: How to Thrive in the First 90 Days of Your New Marriage. Participants will learn to:*

- *Shift their mindset from “me” to “we”*
- *Understand the importance of the love languages in communication in difficult family situations*
- *Find personal time while meeting their spouses needs and being a loving supportive partner*

### What are yours?

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**How is it different from similar systems already in the marketplace?**

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**How does your “secret sauce” factor into the transformation? How many have gotten results from your system?**

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**Who will best benefit from your system? Why?**

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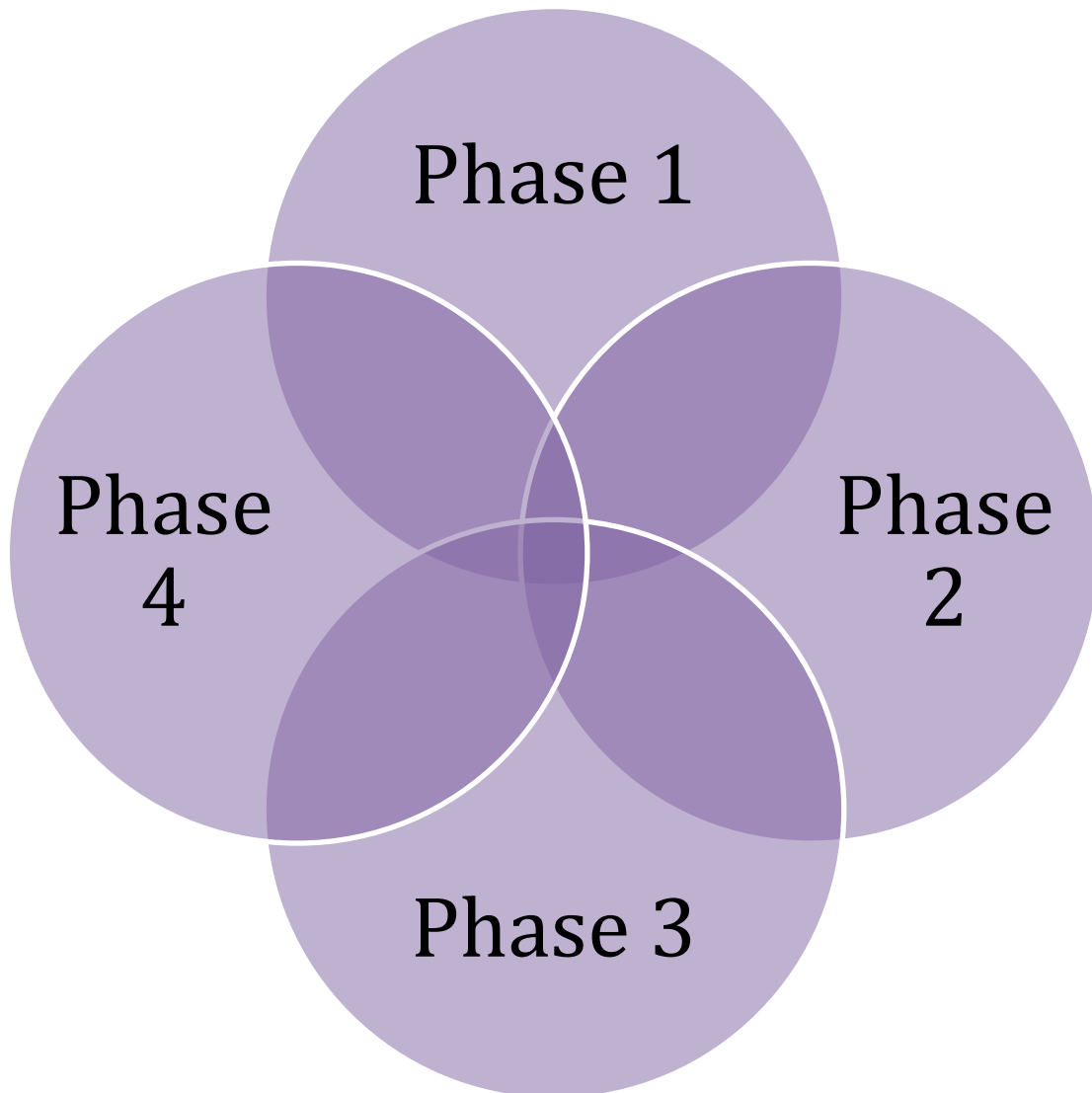
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**What is the 3-5 Phases of the Signature Business Move that gets them to the Transferrable Result?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_





**Write down the steps that you take each client through to get them the specific results that your system offers.**

A signature system should have a specific number of results oriented steps; You want to try to limit it to no more than 10, odd numbers are best (example 3 critical steps, 5 simple strategies, 7 key elements).

To do this, close your eyes and see the ultimate result or transformation. Stand at one end of an open area so that you can “walk out” each step until you land where you were able to see in your mind.

1. In order to achieve the ultimate goal or transformation of \_\_\_\_\_, what is the first thing someone must (or become aware of)?

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2. What is the second thing?

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3. The third thing?

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4. The fourth thing?

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5. The fifth thing?

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6. The sixth thing?

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7. The seventh thing?

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8. Is there an eighth thing?

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9. Is there a ninth thing?

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10. Is there a tenth thing?

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**Now, let's map out the steps involved in each step or lesson in your Signature System**



## Step 1

What are the steps that make up all of Step 1?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 1?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 2

What are the steps that make up all of Step 2?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 2?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 3

What are the steps that make up all of Step 3?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 3?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 4

What are the steps that make up all of Step 4?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 4?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 5

What are the steps that make up all of Step 5?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 5?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 6

What are the steps that make up all of Step 6?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 6?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 7

What are the steps that make up all of Step 7?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 7?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 8

What are the steps that make up all of Step 8?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 8?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 9

What are the steps that make up all of Step 9?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 9?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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## Step 10

What are the steps that make up all of Step 10?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will your clients be transformed because of Step 10?

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What is the milestone that signifies that a client has achieved this step?

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What is the best way to make sure that your client hits this milestone?

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Can this step be executed in a leveraged format (1:many)?

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Create a system name that is juicy, that shares the end result in the title to hook them right away. Be clear and results-focused. Make sure the transformation is obvious based on the title of your signature system.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Write at least three ideas, then survey a group of your ideal clients to find out which they resonate with more.**