



5 Ways to Build A Highly Profitable Business With An Expert Signature System® **CHECKLIST**

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5 Ways to Build a Highly Profitable Expert Signature System® that Turns Your GIFTS Into Fruitful Services

- G**enerate Ideas and Design Your System
- I**nclude Your Systems Unique Recipe
- F**ind Your Soul Aligned Clients
- T**itle Your System for Intrigue and Impact
- S**erve and Sell Packages from your System

*Are You Ready to Turn Your **GIFTS** into Fruitful Services?*



Are You an Undiscovered Expert?

Want To Find Your Secret Sauce?

Did you know that an expert signature system® is a method for solving a high-value problem your audience faces?

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

There are five key steps to creating your own unique expert signature system® and for putting it into a program to teach your audience.



Generate Your Business Ideas

1

AND THEN DESIGN YOUR SYSTEM

Your expert signature system® is something you have used in the past that's worked for you.

Everyone has a system they can teach.

Signature Systems are most often offered by entrepreneurs, trainers, coaches, consultants, small business owners, and service-based businesses.

Start by looking at some area of your business where you've seen results.

Talk to people you've helped such as customers and clients.

It's important to choose just one system to start with that solves one specific problem.

Next Steps:

- What is something you've learned how to do and gotten results from?
- Can you turn this into a 3-7 stepped system you can teach others?



Identify Your Secret Sauce

2

WHAT IS YOUR SYSTEMS UNIQUENESS?

The true value of your system is that it's unique to you. Do you know what makes your system different from others?

Discover your system's uniqueness by looking at your competition and paying close attention to the benefits these products offer.

Next Steps:

- Find similar systems that solve the same problem as yours.
- Look at the benefits each system offers and compare with your own to discover your unique benefits.
-



Find Your Soul Clients

3

THESE ARE THE RIGHT PEOPLE FOR YOUR SYSTEM

The challenge is to find out exactly who needs your system so you can focus your marketing efforts on them.

Is your system well suited to your current market?

Do you have to look for new markets?

The key in choosing a market is to consider high-value pain points.

Once you choose your soul-aligned audience, you might tailor your system to meet their specific needs and high value problem.

Next Steps:

- Would your system benefit your current market or a subset of your current market? •

Who is facing the high-value problem your system solves?

- Identify the target market for your expert signature system®. •



Title Your System



GAIN ATTENTION AND CREATE IMPACT

Your title for your system needs to be consistent with your existing or any new brand.

It needs to tell people exactly what your system will do for them by emphasizing the benefits and not just stating the features.

It should also be memorable, exciting, motivating, and be quick and snappy!

The titles for each step should further motivate people and tell them what benefits they can expect from your system.

Next Steps:

- Create a list of titles that explain the benefits of your coaching, program, or course. •
- Narrow down your list until you have the best title.
- Create titles for your steps that you can use for your marketing. •



Serve Package Up Sell

5

YOU WANT TO SERVE MORE SO YOU CAN SELL LESS

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

Your first system should be a medium-priced product in the middle of your funnel.

Delivery formats can include:

- o Online courses
- o Ebooks
- o Video series
- o Webinars
- o Coaching Programs

Study your target market and determine the best format for them to digest your information and the best delivery system. Your clients and customers will also need support materials to help them implement your system.

Next Steps:

• What format and delivery system will you use to offer your signature program? •

What marketing channels will you use?
(Remember to emphasize benefits in all your marketing materials) •



Thank You!

Your Next Step:

I hope you found this checklist helpful, however, there is only so much we can explain here about how you can package up your gifts and expertise and create your own expert signature system.

If you are happy with what you have read so far in this checklist and you want to learn more, here are your next steps: Join our free Facebook Group where we share tips and provide other valuable content that will help you get started on growing your business with an expert signature system..

Want to talk now?

I'd love to hear from you to discuss how to get you started or take the next step. Click the link below to book your FREE business insights call and don't forget to get registered for our next FREE live Workshop that walks you through these 5 steps in even more detail.

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