

How to Create a Program —Your Signature System

1. In your mind's eye, imagine your client standing out in front of you a few feet away. See your target client.
2. Ask yourself, "What is the problem they have, and what is the end result or outcome they are seeking?"
3. Brainstorm 5 to 7 steps they must take to get the results they are seeking.
4. Test each step to see if it works. Walk it through in your consciousness. Physically "walk through it" in a room.
5. Flesh each step out in the system with content, benefits, and results
 - 1 to 3 bullet points for each teaching step
 - List any corresponding materials they would need (templates, checklists, handouts, done-for-you work)
 - Write down the results clients will experience after learning each step
6. Give each step a benefit-rich title (see the handout, *Create an Alluring Title for Your Program*)