



steps that you can easily translate into significant transformations. Generally **5, 7 or 9** categories are good numbers. Anything more than **10** will look quite long and overwhelming on your sales page.

Each of these categories represents a “step” in your **Signature System**. Arrange them in somewhat chronological sequence. Of course, there are things that you will go back to from time to time, and that’s ok. Remember, it’s a framework and a communication tool.

For each step, you want to give it a juicy “name”. You want to start with an action-oriented verb, followed by a benefit-oriented description your ideal clients most resonate with.

Method 1 is the way most people do (and teach) to create a **Signature System** – and it works well for most – particularly **Coaches** and practitioners who know their processes well and frankly, tend to talk too much about their processes.

Of course, it’s still a great exercise to go through.

This approach – writing down all the steps and then categorizing them – does have its drawback: It is a bit *navel-gazing* – it’s the steps YOU want to take your clients through. It’s great that you are giving them what they need, but are you starting with what they want? We can easily sink into what we think our clients need instead of putting their desires first.

If you are at the early stage of your biz and haven’t had the chance to refine your process by working with a good number of real-life ideal clients, chances are you can trim some fat and still get the same results. What you write down could be your “hypothesis” of what will work for your clients, some of which could be just your “wishful thinking” because you want to include a certain process in your work.

However, if you, like some of my coaching clients, have trouble with that process or want to go about it from a different angle, try this **3-step** process for additional marketing juice and insight:

Here is an example showing 5 of my Signature **7-step F.R.E.E.D.O.M System**:

Fire Up Your Brilliance

Get crystal clear on your vision & mission, your goal, your business model, your target market, your brand, your unique offerings. Knowing where you are going is the essential first step because you won’t spend 8 months going down the wrong path just because someone tells you “that market” will make you money.

Re-energize Your Home Base

Implement a client-attracting, income-generating website that is aligned with your vision to support the growth of your business and your desired lifestyle. Whether you want to be “online” or “offline”, most people will look you up on the interwebs before they purchase your products and services.

Engage Your Peeps

Build a high-quality, loyal list that value your offerings and buy from you repeatedly using simple yet effective list building and email marketing tactics. This is the key to sure-fire launches that will give you that leveraged income and revenue quantum leap.

Empower Your Gift

Get clear on the gift you bring to your peeps; create, market and launch programs and products that will bring in recurring income. You will develop a signature system that keeps on giving, and use that to create products and services that support a robust business model and sales funnel. We will look “PRICING’ fearlessly in the eye, and make sure that you are charging what you really want to charge.

Leveraging your time, effort and knowledge means you can break out of the 1:1 “trading hour for dollar” model, and truly live a life of freedom and flexibility.

Disarm Your Gremlins

Upgrade your mindset so you can overcome your blocks, slay the demons in your head, take massive action and neve self-sabotage again. Anytime I sense that you are driving with one foot on the gas and one foot on the break, I will whip out the tough love and make sure you are not holding yourself back. We will combine mindset coaching with specific action steps that will move your business forward.



Method 2: Start With What They Are Willing To Pay For

Know Your Ideal Client: Write down **3-5** bullets for each of these: your ideal clients' biggest pain, hardest challenges and deepest desires that your offering can help them solve or achieve.

Layout Your Steps: Based on the bullets you wrote down in step 1, pick anywhere from **3-10** that pack the biggest punch for your ideal clients – these are the steps in your signature system. Most “gurus” say odd numbers (**3, 5, 7, 9**) work better than even numbers. (I don't have researches or data to prove or disprove it. I have done both. Just an FYI.)

You don't have to necessarily call them “steps” if that feels too “linear” to you. For my clients, “**3 Pillars,**” “**5 Principles**” work well. However, I do like to use “steps” if you have more than 6 to imply some kind of order so your clients don't feel overwhelmed (the confused mind says “No!”).

Fill In the Blanks With Your Expertise: Under each “step,” add **3-5** bullet points – in action and result-oriented wordings – to describe how your passion

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actions not only through practical strategies and marketing tools, but also through their growth and development - so they not only grow their business, but also LET THEIR BUSINESS GROW THEM. Through her “left brain meets right brain” approach, she helps her clients uncover their truth and tap into their intuition, then ground those light bulb moments with practical strategies and marketing tactics.

Ling had extensive training in design and architecture, plus 9 years experience in digital marketing before she obtained her Masters in Holistic Nutrition degree and completed her **Health Coach** training at the **Institute For Integrative Nutrition**.

and expertise can help your clients achieve the outcome promised by the title of each step.

THIS IS THE SWEET SPOT where the “wants” of your ideal clients meet your expertise.

However way you choose to design your **Signature System** is fine, just DO IT! This system will help you clearly communicate what you can do for your ideal clients, and bring you people who let you do what you enjoy doing most for them. **Sweeet!**

Slideberry has been a well-regarded resource for **Health and Wellness Coaches/ practitioners** for **DONE-FOR-YOU** materials and marketing tools to use in their practices so they can promote themselves, market their offerings and launch their products/programs quickly and effortlessly without having to reinvent the wheel.

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