

DESIGN YOUR SIGNATURE SYSTEM (PRODUCTISE YOUR SERVICE)™



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The fastest way to create
conversion confidence is to be a
specialist with a system.

Design Your Signature System (Productise Your Service) Worksheet™

Why would you want to productise your service? To de-commoditise and sell on value (not time). You can also quickly productise around key market challenges (quickly creating offers based on needs - paid and free valuable gifts).

Becoming famous for a signature system increases buyer confidence (increased sales conversions) and makes the service easier to deliver (simple, repeatable, systemised vs. bespoke, random, chaotic).

This worksheet will help you to design your system, which will help clearly articulate how you move them from:

PROBLEM ● PROCESS → PROMISE

How to use this Worksheet: grab a pen & paper + make notes as you work through the sections below.

SYSTEMISING YOUR PROCESSES	YOUR ANSWERS
Questions: <i>What's the big problem you solve for clients? Who specifically do you solve it for? Why does the problem matter to them? What's the knock-on effects/impacts?</i> <i>What's the result you help clients achieve? What are the promised outcomes/deliverables? How can you make them tangible? What wider problems will they help fix?</i> <i>What do you do to move clients from their problem to the outcome? How do you solve their problem? Bucket the key steps into 3 - 7 key milestones (the simpler the better).</i> Action: Complete the table below to create v1.0 of your Signature System Milestone: Key steps in the process - give each step a name. Outcome: Next give each milestone a benefit-oriented outcome to use when selling. Put yourself in your clients' shoes, why should they care? You do this step "so that..."	

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Silver Bullets: Finally, list 1-3 silver bullets that will get your prospects the results they're after. You might not have a silver bullet for each milestone. E.g. you recruit developers and everyone in your team completes basic coding training so they can speak the candidate's language.	
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Milestone <i>(Liste the Key 3-7 Steps In Your Process)</i>	Step #1	Step #2	Step #3	Step #4	Step #5	Step #6	Step #7
Outcome <i>(So That...)</i>							
Silver Bullet <i>(Key Things That Deliver The Promise)</i>							

NAME YOUR SYSTEM	YOUR ANSWERS
Your company has a brand, you have a personal brand, your services also have a brand. Naming your system is one part of this (along with reputation, evidence, results etc). Example: Wim Hof is a breathwork coach, he created the Wim Hof method, which is practiced all around the world and has made millions (from productising breathing techniques)!	

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Question:

What's your system called? Try and name it something that makes your clients think "That's something I need".

If you're struggling with creating a name you could add the following after your company name:

*The Unbound Method
The Unbound System
The Unbound Way*

CREATING YOUR OFFER

YOUR ANSWERS

Questions:

What are the typical timeframes for the solution?

How soon can you realistically deliver the result? (You could include this in your marketing - just be clear with new clients what you need from them to deliver this)

What previous evidence do you have?

What are your credentials to increase buyer confidence?

What are the common objections that come up for you? Can you cover these with a guarantee/feature/proof?

What is the likely £ value to your ICP to solve this problem? Including the value of the knock-on effects?

Can you create genuine urgency? (E.g. time, limited supply).

TESTING YOUR OFFER	YOUR ANSWERS
Now it's time to experiment. You need to have meaningful interactions with your ICP to let them know about your offer . Questions: - <i>What sales & marketing assets do you need to update? (E.g. landing page, Google Doc offer - keep things simple and agile whilst you're testing and learning)</i> - <i>Where will you market it? (E.g. social media, email lists, community/groups)</i> - <i>Who can you reach out to directly? (E.g. via WhatsApp, calls, DM's)</i> - <i>How many meaningful ICP interactions wil you target yourself to have about your offer?</i>	

WHAT ARE YOUR KEY TAKEAWAYS / ACTIONS - BY WHEN?

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