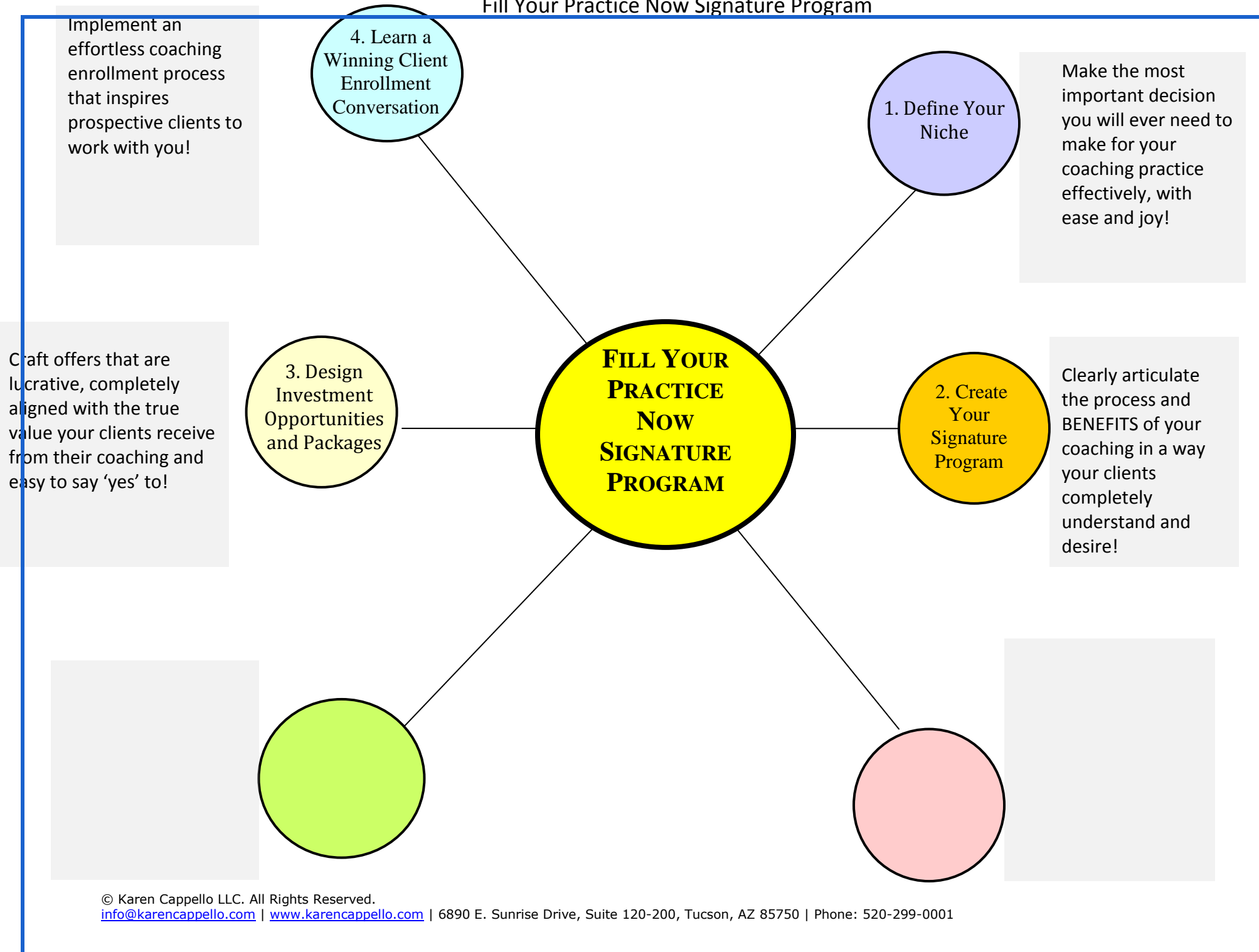


Fill Your Practice Now Signature Program





Create Your Signature Program: Clearly articulate the process and BENEFITS of your coaching in a way your clients completely understand and desire!

Having a defined Signature Program will help you fill your practice with ease and joy. Your signature program is a series of steps that you take your clients through to get a certain outcome, along with the benefits of each step, and the resources you will offer that support them.

Your signature program comes after deciding your niche – you need to have a specific group of people you work with and a challenge to solve before you can organize the steps and resources that will be a roadmap for the solution to the challenge they have.

Your signature program will bring you the business success you deserve, and help leverage your time to go really deep with your clients.

When you have your systems and resources organized, you can help your clients move forward with ease and joy. With a signature program in place, your clients feel that they are in good hands and can relax and find their most creative ideas. Your program strengthens the attraction of your ideal clients, allowing them to recognize themselves as perfect candidates for coaching.

Before you do this exercise yourself, I'd like to use the Fill Your Practice Now signature program as an example. It is at the top of this handout, so if you want to print that page, you can follow along. And if you do not have it printed, you can still follow along with the demo.

The Fill Your Practice Now Program is for coaches who have the challenge of filling their coaching practices in ways that are natural for them and effective for their clients. There are 4 steps to this program.

We will go through the steps first.

Steps 1-4

Step 1: Define Your Niche

Step 2: Create Your Signature Program

Step 3: Design Investment Opportunities and Packages

Step 4: Learn a Winning Client Enrollment Conversation

Now, the benefits in each step.

Benefits 1-4

Step 1. Make the most important decision you will ever need to make for your coaching practice effectively, with ease and joy!

Step 2. Clearly articulate the process and BENEFITS of your coaching in a way your clients completely understand and desire!

Step 3. Craft offers that are lucrative, completely aligned with the true value your clients receive from their coaching and easy to say 'yes' to!

Step 4. Implement an effortless coaching enrollment process that inspires prospective clients to work with you!

Let's just read through the steps (which are for our own internal use), and the benefits (which are for articulation to potential clients). We can see the difference in the wording.

Now, lets go through each step and look at the resources that we will use for each step

Step 1: Define Your Niche

Check out the "Mega Niche and Powerful Marketing Opportunities List"

Fill out niche worksheet

Put it all together

Step 2: Create Your Signature Program

Determine the steps your clients go through to reach their goals

Determine the benefits of each of these steps

List all of the resources you recommend in the program

Design a name for your signature program

Step 3: Design Investment Opportunities and Packages

Create a simple three tier pricing structure

Design an offer for an up-front and/or quick decision savings

Step 4: Learn a Winning Client Enrollment Conversation

Fill out Pre-enrollment Conversation Checklist

Design process for strategy sessions
Learn effective outline for strategy session conversations

Next, we want to look at the whole program, and give it a name. I have chosen Fill Your Practice Now as the name.

So now, let me walk you through the exercises to write your own signature program.

Exercise #1:

Think of a client that you have had in your niche. If you have not had one, think of what you would do. What is the first step you have taken (or would take) your client through to achieve a given result? For the sake of ease for your client and you, 3-6 steps are recommended.

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Exercise #2:

Think about a benefit or outcome of each of your steps. What happens for your client when they complete each of these steps? Read all of the benefits on the example out loud so that you get a feel of the energy of benefit statements, and how they are different from the steps you are taking your clients through.

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Exercise #3:

List all of the exercises, processes, resources (including books and audios) that you will use with your clients to support them in gaining the results they desire.

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Exercise #4:

Now that you have outlined your Signature Program, give it a name that resonates for you, that contains the benefit of your process:

You now have a coaching program that you can offer to your ideal clients. You will be able to speak about it to them in ways that are compelling, and create safety and ease in the enrollment process. Your clients will understand coaching in ways that encourage them to go for their dreams.

With this understanding, you can now write your website, your blog posts and articles. Your

speaking engagements will be about the first step of your signature program, so you can lead your ideal clients right into your coaching program with ease.

I hope you enjoyed writing your signature program. If you would like some more support on this, send an email to info@karencappello.com and we can set up a time to have a complimentary consultation to see if mentor coaching is right for you.