

Module 15, Lesson 2 Handout:

Signature Offering

No matter which business model (or combination of models) you decide is best for your business, you need a signature offering for your customers. Your signature offering is going to be the product or service you create that customers can't live without, and don't know how they ever lived without thus far. It will help you own your space, serve your clients, drive revenue, and ultimately reach your goals.

Think about how many signature offerings you already know and love. The signature facial at your favorite spa. The signature dish at your favorite restaurant. The signature check-in experience at your favorite hotel. It's the product or service you think of when you think of those businesses, and it's probably the reason you first decided to become their customer, or is the reason you go back and continue to be their customer.

You, too, need your own signature offering. We're going to help you map out exactly how to identify it, package it for your customers, and use it as the means to keep your customers coming back for more.

Think of it this way: your signature offering is the product that should solve your customers' biggest problems. They come to you searching for answers and this is the way you'll serve answers to them on a silver platter and solve their issues. It's the product that will set you apart from all your competitors, and the thing you'll become most known for.

So, let's get started.

Step 1: Determine what your signature offering is.

Your customers have a problem that only you can solve, so let's outline what your program could look like to solve their problem. Here are some questions that can help you decide what the foundation of your signature offering could be.

- Do you want to create a video course? A live seminar or class? A downloadable e-product? A combination? A product? A product suite? An app?
- Will it be digital? In-person? Live? Recorded? Mobile? Desktop? App-based? Group? 1-on-1?
- Do you want it to be available all the time, or released at certain times throughout the week, month, or year?
- Who do you imagine will buy this signature offering? Where will they live?

- What is the actionable component your customer can take, and how long will it last? Is it a 7-day plan? A 1-month guide? A 30-day challenge? A 6-month course? 4 quarterly sessions? 2 yearly events?
- What are all the content/components of this offering that your customer will receive, and that you need to create or curate?
- What do you want the ultimate result(s) to be for your customers?
- How will this offering change your customers' lives for the better?
- Why should this offering be the cornerstone of your business? Why do you want to be known for it?

Step 2: Decide how you will deliver it to them.

You may have answered this above, but let's go a little deeper into the details of exactly how you will deliver the product to your customer.

- **Will it be digital? In-person? Live? Recorded? Mobile? Desktop? App-based? Group? 1-on-1?**

- **What technology will you need, if it is a digital product? If it's a course, will you build it into your own website, or use a third-party course provider? If it's an ebook, will you automatically email it to them as a pdf, or have your customers login somewhere to access it? If it's an in-person event, where will you hold the event, and what do you need to do to secure that site? If it's recorded, where will your videos live? If it's 1-on-1, where will you hold the session?**

Step 3: Plan how you will sell it and for what price.

Now that you know what your product is and how you will deliver it to your customers, what is the value you believe you are providing, and what do you believe your customers will be willing to pay?

- **Is your signature offering a one-time fee? Is it a subscription? Will you have payment plans?**

- **What is the price you expect to sell your product for? If you use payment plans, what will each payment be, and how long will they last? Will you charge a finance fee for payment plans? What will you do if someone doesn't finish paying for their subscription after they've received the product?**

- **How will you accept payment? Will you use Paypal? Will you use another third-party payment partner like Stripe or Square? Will you accept cash, checks, or credit cards? Which credit cards? What information will you collect from your customers upon checkout?**

- Will you include any bonuses for their purchase?

Step 4: Map out what happens after somebody buys it.

This is a very important step, as it will be the first experience a customer has with your offering, and will likely set the tone for how they feel overall about your offering. You want to have happy customers right out of the gate.

- What is the first email they will receive upon purchase? How will they know how to access the product, or what they can expect? What will the subsequent follow up be? How will you support them throughout their experience? How much interaction will they have with you?

- How will you handle complaints? Will you offer refunds?

- What happens when they complete your signature offering? Is there a follow up offer? Upgrade? Affiliate option? Testimonial request? Exclusive invitation? Social media partnership opportunity? What should they feel, or do?

There you have it! Hopefully you were able to think through all these questions, and perhaps other questions that we don't have listed. This is a great exercise to go through for subsequent offerings that you create as you grow your business, and over time, you may even find yourself wanting to create a new signature offering, and retiring your old one, or creating a tier system around them. That's ok! In fact, it's great! It means your business is evolving and your customers clearly want more from you.