

YOUR SIGNATURE PROGRAM

W O R K B O O K

Use feedback from your community to build
and implement your Signature Program

FDNTHRIVE

Signature Program Short Sheet

How you help clients solve their pain points and get from the point of *feely lousy* to the point of *feeling good again*.

Your program is not about you. It is about your client. This is why it's so important to research before you build your program.

What questions do your clients ask? What conversations do you have on social media? What interests friends and family most in conversation about what you do? You'll revise the statement below many times, but let's get something on paper.

SIGNATURE PROGRAM SHORT SHEET

My program helps _____ solve_____.

My clients will come in feeling and thinking _____

and when they have finished they will feel and think_____.

My program will help guide them through actionable material on _____.

Every person will leave with these outcomes_____.

MY COACHING PROGRAM HELPS

(who it's for)

SOLVE

(main problem)

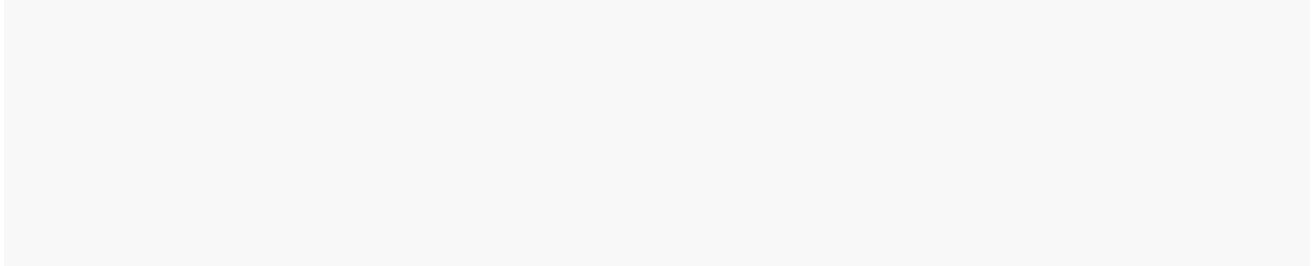
THEY WILL COME IN FEELING AND THINKING

(current mindset)

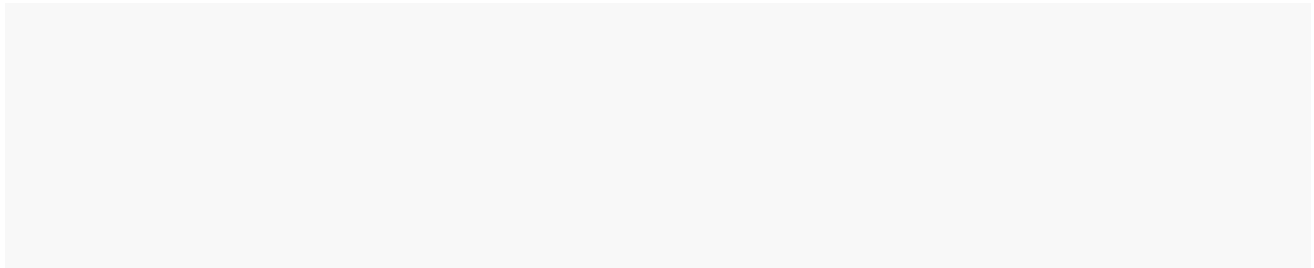
NOTES:

**AND WHEN THEY ARE DONE WITH THE PROGRAM THEY WILL
THINK AND FEEL..**

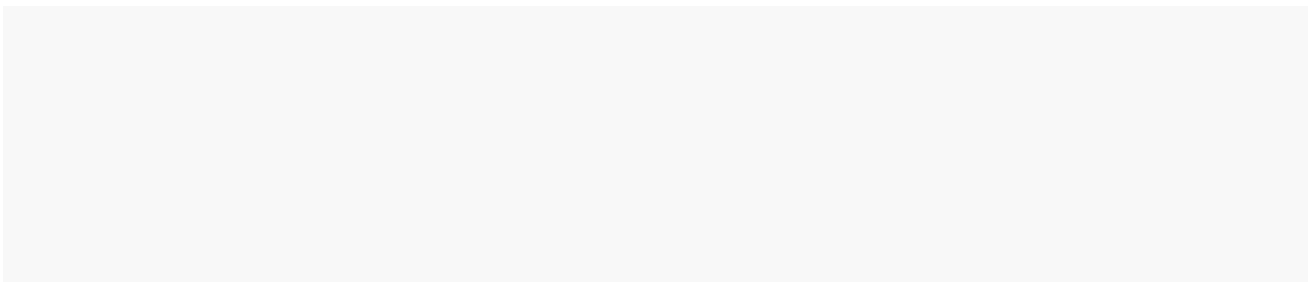
(different mindset)



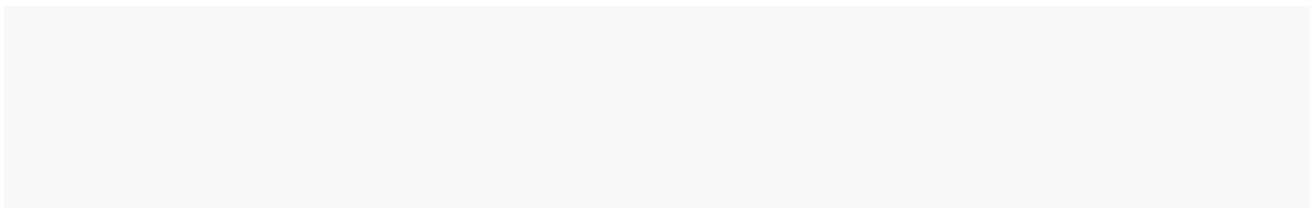
**My PROGRAM WILL WALK THEM THROUGH ACTIONS TO TAKE ON
(to-do items)**



**MEMBERS WILL GRADUATE WITH THESE RESULTS
(desired outcomes)**



NOTES:



OUTLINE WHAT YOU WILL COVER IN YOUR WEEKLY CALLS

How long are they? Fifteen minutes? 30? 45? 60? What will you cover and will the results of the call be?

Week 1: Outline + Results:

Week 2: Outline + Results

Week 3: Outline + Results

Week 4: Outline + Results

Week 5: Outline + Results

Week 6: Outline + Results

Week 7: Outline + Results

Week 8: Outline + Results

Week 9: Outline + Results

Week 10: Outline + Results

Week 11: Outline + Results

Week 12: Outline + Results

NOTES:

WHAT IS THE NAME OF YOUR SYSTEM?

Think about making it catchy. This will change...don't stress

☐

mine: 3 "S"s System

☐

soothe your gut, speed your metabolism, stabilize your hormones

☐☐☐☐

Write a brief description of what the next task is, or what you want your audience to write in the box below.

NOTES:

FURTHER CONSIDERATION

Continue to use market research to break down your topics.



WEEK ONE



RESULT ONE



WEEK TWO



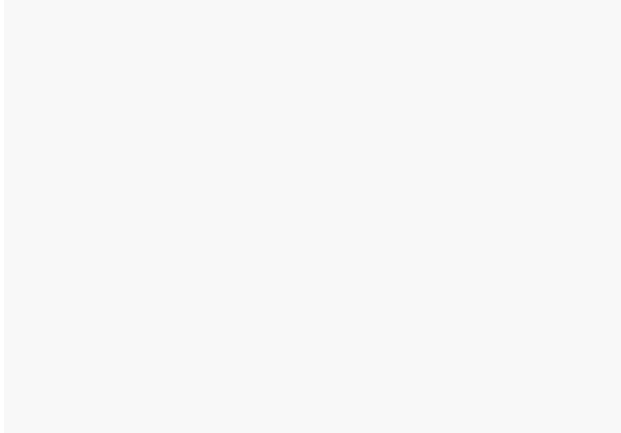
RESULT TWO

subtopics

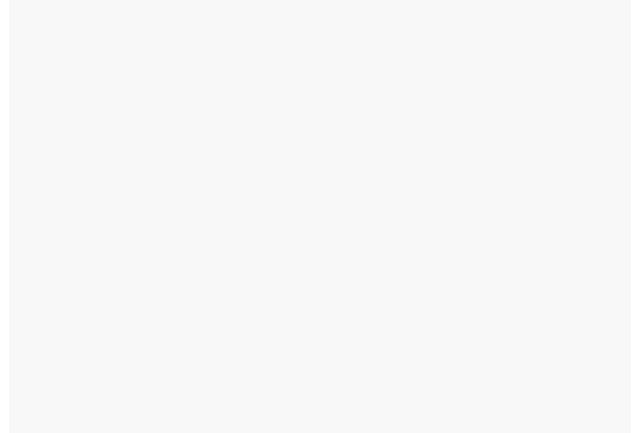
FURTHER CONSIDERATION- PAGE 2

Continue to use market research to break down your topics.

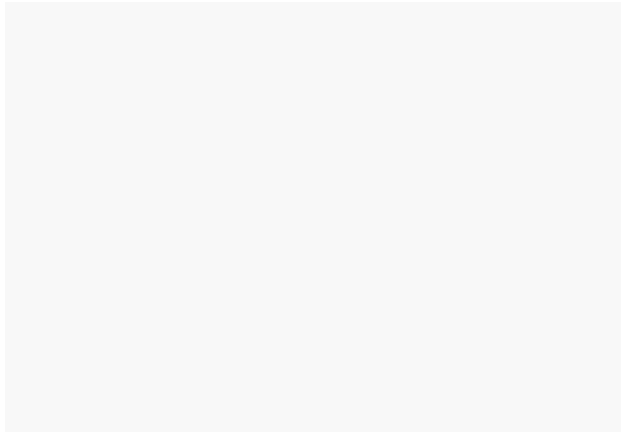
WEEK THREE



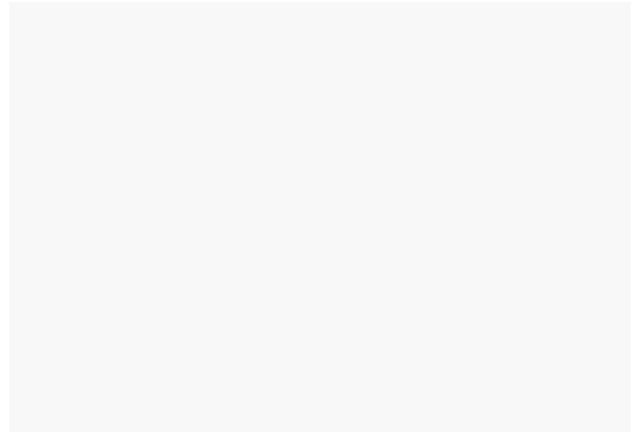
RESULT THREE



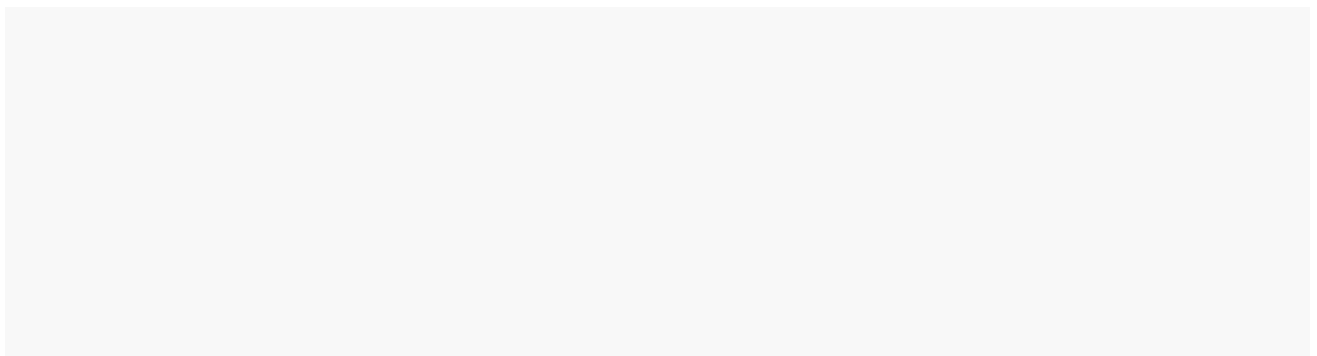
WEEK FOUR



RESULT FOUR



subtopics



FURTHER CONSIDERATION- PAGE 3

Continue to use market research to break down your topics.

 **WEEK FIVE**

 **RESULT FIVE**

 **WEEK SIX**

 **RESULT SIX**

subtopics

FURTHER CONSIDERATION- PAGE 4

Continue to use market research to break down your topics.

WEEK SEVEN

RESULT SEVEN

WEEK EIGHT

RESULT EIGHT

subtopics

FURTHER CONSIDERATION- PAGE 5

Continue to use market research to break down your topics.

 **WEEK NINE**

 **RESULT NINE**

 **WEEK TEN**

 **RESULT TEN**

subtopics

FURTHER CONSIDERATION- PAGE 6

Continue to use market research to break down your topics.

 **WEEK ELEVEN**

 **RESULT ELEVEN**

 **WEEK TWELVE**

 **RESULT TWELVE**

subtopics

LAUNCH YOUR PROGRAM

Slowly and thoughtfully complete these steps.



POST EVERY DAY

Decide what your target market wants to hear about + talk about it every day on social channels.



TAKE NOTES

Make a spreadsheet or document to document what pain points your clientele need solved.



GLEAN INFORMATION

Continually ask probing questions to your community to reach deep into their pain points.



CREATE SLIDES

Use Canva, Powerpoint, or Keynote to make talking point slides.



LAUNCH A FREE GROUP

Pull people into your free group for a simple week-long challenge. Set up a FB *Group*.



USE SCREENFLOW

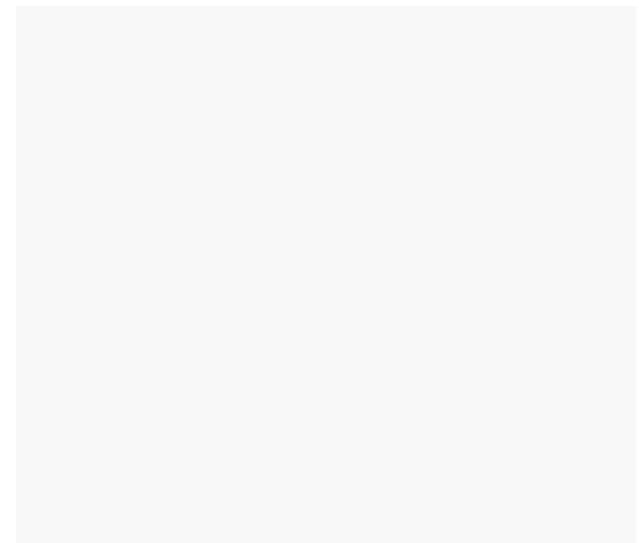
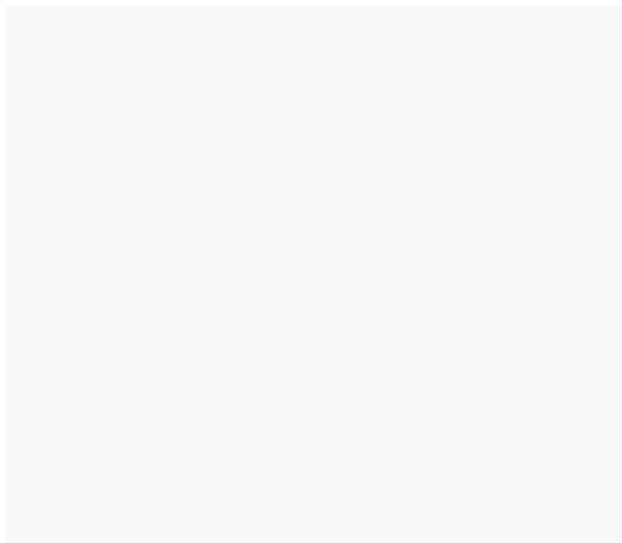
Alternately, use iMovie to film videos for your program.



BE ACTIVE IN THE GROUP



MAKE MODULES



PLAN OUT YOUR SOCIAL MEDIA TO LAUNCH YOUR PROGRAM

You'll need to tell people how amazing your program is! Plan out 5 days of social media content each week drawing viewers to the problems they have and the solutions your program gives them.

SOCIAL MEDIA POST

DAY AND TIME

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