Create a Signature Coaching Program Step 1: Figure out your process

The first thing to do in order to create a signature system so you can gain coaching clients is to figure out what that system actually is.

This is your specialty, a process that only you do, and ideally something that you’re really, really good at where you know you can help your clients get results. Then, set up the process by figuring out what that end goal is and breaking that end goal into 8 (4) to 12 (6) segments.

I prefer to create an 8 to 12 week program. Obviously you can have longer program, something that’s 12 months long or 6 months long, but I find that when I’m working with clients, we can get a lot done in the span of eight weeks. Then once we get that project done it’s really just checking in on those next things that they need to do.

That’s essentially my signature system. My signature system is an eight week project based program. What is it for you? That’s the first thing that you’ve got to figure out: the end goal for your client. Then break it down into about eight to 12 weeks.

Create a Signature Coaching Program Step 2: Become the best

The next thing that you’ll want to do to create your signature system so you can gain coaching clients is to become the go-to person for that transformation. For example, if I want to be the go to person to help people create happiness then that’s the only thing that I should be talking about. If you start talking about your topic and then suddenly you’re talking about another topic, you’re going to confuse people. For example, you think you want to be the go to person for losing weight with Keto, but then all of a sudden you start talking about the Paleo Diet, and then you jump over to talking about intermittent fasting, it becomes difficult for people to trust that you can you actually help them get results.

If you really want to **get coaching clients**, you want people to come to you because of your signature system. That means that you have to be the go to person for that transformation. When clients come to me, they know that I can help them [create a sales funnel](https://latishastyles.com/email-funnel-book-coaching-clients/?utm_source=website&utm_medium=blog&utm_content=create_signature_program). Even the clients who work with me one-on-one at the highest level. They’re coming to me because they know that I know how to help them create a sales funnel because I’ve become the go to person for that.

It’s important to plant your flag, be the go to person for that thing that you offer and that means creating the content around that.

Others will say that you need to constantly create blog posts or do a lot of social media posting, but really it’s only important to make sure you’ve got a really good quality piece of content. That content will typically be your lead magnet.

I’m getting a little bit off track here, but when you start working on [creating a funnel so you can get coaching clients](https://latishastyles.com/work-with-me/?utm_source=website&utm_medium=blog&utm_content=create_signature_program), you want to bring them through the process and establish who you are, establishing your expertise and typically you’re going to do that when you first capture their email address.

That lead magnet can be a free pdf, free training, or whatever it is that brings them in for the first time.

As you’re creating your signature system, you can make this much more powerful if you can name elements of your system. For example, I’ve got the Anti-Webinar which is an element of my system where it’s different from all the webinars out there, but it’s very, very powerful and very strong. Since I don’t like regular webinars, I call it the Anti Webinar. That’s how I’ve named an element of my system. Another piece is the You’ve Got Clients system, so instead of saying webinar sales funnel, I call it the You’ve Got Clients system.

It’s essentially the same thing, but I’ve named my signature program and the elements of my system so people know “that’s a You’ve Got Clients system” and it’s different from just a regular webinar sales funnel.

Obviously there are a couple of different pieces because that’s what makes it my signature system, so you have to figure out what that is for you.

Create a Signature Coaching Program Step 3: Choose ideal clients

Then you should only offer that signature system to the right clients. You must be really clear on who you can help and you’ve got to get really honest. You can’t help everyone. When you get really clear on who you help, your signature system should be customized to help these specific signature type of clients.

I know the types of clients that I can work with, those are the clients that I can help get the best results. Frankly, those are the only clients that I want to work with. I will turn down clients who are not a good fit because that will dilute the results of my signature system. If clients who are not a good fit come through and they don’t get results then it seems like the signature system is not working when I know that it does, so you’ve got to be really clear on who you work with.

Create a Signature Coaching Program Step 4: Create a webinar

Finally, one of the best ways to sell your signature system is to sell it via a webinar. Share the steps in your signature system. You don’t have to share everything, but you definitely want to explain what you do.