



- 6-STEP -

SIGNATURE PROGRAM BLUEPRINT



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



6-Step Signature Program Blueprint

Signature program development overview: After you've clarified your niche, it's time create your first signature program. Doing so will allow you to begin to move from the traditional delivery service model of trading dollars for hours, to a much more enjoyable one that allows you to effectively **leverage your time and income potential**. Signature programs are also a big win for your clients because it provides an easy-to-understand and transparent framework that will bridge the gap from the pain and struggle they are experiencing (before you work with them) to their desired transformation.

Think of your signature program as your unique approach, process or protocol that addresses a frustrating problem or challenge that your target client is experiencing. You must think about the struggles from your clients' perspective, not yours. I like to imagine myself following around my ideal client 24/7 to better understand their most pressing struggles and how these problems tend to spill over into other silos or parts of their lives. Ask yourself, "What problems are keeping them awake at night?" What problems do they most desperately want solved in relation to your work?

Also, remember, your program doesn't have to address everything under the sun in relation to their problem. Instead, try to focus on one overarching pressing problem or need that your ideal client desires to be solved.

One more tip – I suggest making your first program relatively "simple" by including content you've already created. For example, you may already have protocols that you've put together, including your wish list for various lab tests and assessments, supplements, handouts, food diaries, etc., for a specific condition. We'll want to fine tune this process and break it down into bite-sized chunks to make it appealing and understandable to your clients.

It's SUPER important to leave your perfectionism behind and to have fun with this process! You can always go back to revise your program after you get some experience in delivering it.



Instructions: Before you design your program, you must be sure that it meets one of the greatest, most concerning needs of your audience. People will only buy what they desperately need and want, and it's our job to make sure that we've designed is that desirable to our target market. With that in mind, please fill in the requested information to help you put your ideas together.

1. What are the biggest concerns, worries, and areas of struggle for my ideal client? (Examples: Chronic midlife female yo-yo dieter - hates how she looks in clothes, can't trust herself around food, feels like a failure when she blows another diet, binges when she's angry or bored, can't sleep because she's obsessing about how out of control she feels, feels deprived while on the diet, too embarrassed to exercise, has marital problems due to lack of intimacy, etc).

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2. What are the results and outcomes that they so deeply desire – if only they were possible? In other words, come up with the opposite or what she wants instead of each problem you listed above. (Example: loves how she looks in clothes which makes shopping fun, is at ease and happy in her body, trusts herself to make good food choices that nourish her body and enjoys eating again, deals with her negative emotions in productive ways, enjoys going to the health club to work out, sleeps like a baby, feels energetic and in control of her life, is happy in her marriage and feels close with her husband).

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3. What would be the best overall topic and “promise” of your program? It can be helpful to brainstorm this part by thinking about the problems you solve and the results they’ll get from their work with you. (Examples: how to manage your weight without dieting, How to fine tune your instinctive eating skill so you eat when you’re hungry and stop when you’re full, enjoy going to the health club again, trust yourself around food without counting calories).

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4. What are the steps, themes or sub-topics that you want to cover in your program to help your client move towards their desired solution? (Example: taking inventory of your current thinking and habits, hunger and fullness scale, what to do instead of eating when you're feeling negative emotions, changing your mindset with daily affirmations, etc).

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5. For each module or sub-topic, what are the 3-5 key points you want to cover?

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6. Ultimately, what will the results be from this program or product for the client? What will they accomplish, learn or be able to do, etc.?

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