

How to Create Your Own Signature Method or System

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Why Create Your Own Method

- Credibility
- Stand out in the crowd
- Be seen as the leader in your field
- Become the go-to person in your field
- Use it with clients as a process or a system
- Easier to market your programs

Why Create Your Own Method

- To turn a generic topic into something really unique and exciting!
 - Time Management
 - Communication
 - Confidence Building
 - Dog Training
 - Relationships
 - Quit Smoking
 - Memory Improvement
 - Piano Lessons
 - Goal Setting

Put Your Own Spin on It!

- Some people say...Don't re-invent the wheel – if a system already exists, why create another one?
- **Because you'll be seen as a leader, innovator, and a trend-setter in your field.**
- Go ahead, re-invent the wheel and make it better!

What is a “method”

“Unique Branded System” (Lisa Sasevich)

“Signature System” (Shawn Driscoll)

“Your Unique Method” (Milana Leshinsky)

Your Unique Method

- A series of steps you take someone through to get a particular result they want. It's your own unique recipe for achieving a result.
- It's your own "formula for success" with a specific tangible result at the end of the program. It's a unique system, not just information.
- But it's not just a series of steps and it's not just a program. It's based on your own philosophy, core belief, or approach to solving a specific problem.

Examples

- **Total Transformation**

Parenting method based on behavioral psychology: if you change the way a child thinks and solves problems, he can change his behavior

- **The Meghan Method**

The Step-by-Step Guide to Decorating Your Home in Your Style. Most people believe that you need to have talent for decorating. Her philosophy is different – she believes that if you know the rules of decorating, you can decorate your own home. Her method is filled with decorating recipes.

Naming Your Unique Method

- Must be focused on your biggest result
- Must be catchy, “juicy” and emotionally-loaded
- Emphasize uniqueness of the method

Examples

DoubleYourDating.com

InvisibleClose.com

CoachingMillions.com

RockStarMarketing.com

MillionaireMind.com

SoldOutSeminarSecrets.com

RecurringRevenueRevolution.com

MyBigBusinessCard.com

FallBackInLoveFormula.com

What to Include in Your Unique Method



Your unique philosophy (your core message, core idea, a spin)

Building blocks (steps, principles, concepts, teaching points)

Visuals (models, charts...e.g. my "product diamond")

Formulas (niche = target market + specialty + problem)

Tools (worksheets, activities, templates and other interactive components to help your customers apply what you teach).

What to Include in Your Unique Method

- **Your own terminology and definitions.** Coin a few special phrases that explain different concepts in your system. Don't be afraid to come up with your own words and phrases. It's *Your Unique Method!*
 - "product diamond" vs. "product funnel"
 - "niche slice" vs. "niche"
 - "recurring revenue business" -- a business with *never-ending income* flowing from different products, programs, and services offered to a *specific target market*, and a *marketing system* that works 24/7 to automatically move customers through your product funnel all year long.

Action Steps to Take

What problem do you want to solve in your market?

What is your unique way of thinking about this problem?

What steps should people take to solve this problem, in your opinion?

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