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?