



Hey Bill,

What if there was something you could create in your business that would make it easier for you to sell clients, save you time, and provide a never-ending source of inspiration for content?

It sounds like it might be too good to be true. But it's real. And if you're a coach or a consultant and you invest the time in creating this thing, you'll be miles ahead of everyone else in your space.

Are you ready to cook some Signature Sauce?

Signature Sauce is your unique approach to helping people get from a problem they have now to a different way of doing things or a different way of feeling. Sometimes in corporate consulting land, it's called Intellectual Property or IP.

But that's just a fancy way of saying, "this is the way we get you from Point A to Point B and it makes us different and better".

So how does having a Signature Sauce make all those delicious things happen?

Signature Sauce builds trust and understanding

In order to get people to buy from you, they have to trust you, understand what they're buying, and believe that your thing will work in their situation.

The trust thing is probably the biggest one. Because there's a lot of fakers out there. People who have never started a business selling business strategy. People who have no relevant training telling us how to feel better and look better. People using AI to generate their programs.

Having a Signature Sauce inspires trust by **putting your personal stamp on the way you solve problems** and then backing that up with stories and frameworks and exercises that someone who isn't an expert doesn't have. It signals to everyone who's reading or listening or watching that you're the real deal.

It also addresses two additional buyer objections - the need to understand the product and the belief that your solution will work in their situation. When you have a Signature Sauce, you're not only telling people about your promise, you're walking them through how you're going to get them there.

Signature Sauce standardizes your approach

When you work out a new path for every client, it takes a lot of mental energy and a lot of time. By using a Signature Sauce, you still have the flexibility to create custom plans, it's just that you are putting some boundaries on the choices you need to make. It's kind of like a capsule wardrobe where you have 7-9 articles of clothing, but you can create 25 outfits.

Standardizing your program or service does two more things for your business in terms of design. First it makes it easier to scale, and second it makes it easier to bring in people to help you.

Think of it this way - full custom is all you and only you. So you are limited to how many people you can help and the extent anyone can help you. Standard or semi-standard allows you to personalize pieces of the program (if you want

to), and allows some parts to be easily automated or passed along to someone else.

Signature Sauce gives you never-ending content inspiration

This is the part that people get most excited about when I talk about Signature Sauce.

Once you've decided on the transformation you deliver and your milestones, you map your stories, frameworks and exercises onto the client journey. Then, for every single piece of your system there's a what, a why and a how. And then you can add in things like case studies, research, further reading and more.

When you organize your content around your Signature Sauce, your message is automatically consistent. And every message reinforces your expertise and experience.

So consider setting aside some focus time to map out a Signature Sauce for your own business. You'll be cooking up some pretty powerful stuff!

Happy cooking!

Laura

P.S. This week's subject line is from *Lethal Weapon 2*.

P.P.S. If you want some help blueprinting your own yummy Signature Sauce, I **have a few more spaces in Business Breakthrough opening up next month, but they're filling fast.** Reply to this email if you want in.



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