

# SIGNATURE PROGRAM TEMPLATE

We are so excited to assist you in creating your very own signature program! This is a seven-step process, please complete each step in order. Don't skip anything! Every piece is important for a different reason.

## **HERE ARE THE 7 STEPS TO CREATING YOUR SIGNATURE PROGRAM:**

Each Step will include questions, examples, and tips to consider as you complete each section.

- 1 Pinpoint the End Goal of Your Program**
- 2 Identify the Duration**
- 3 Map Out the Journey**
- 4 Develop and Expand Each Step**
- 5 Set the Price**
- 6 Choose the Name & Tagline**
- 7 Create a Sales Page**



## STEP 1

# PINPOINT THE END GOAL OF YOUR PROGRAM

To begin developing your signature program you will need to define your niche and program purpose; and determine what will be the outcome upon completion of this program.

## STEP 1

Start by imagining the big change your ideal client dreams of. What's the one thing they really want to achieve? Then make sure your coaching program centers around delivering this major result. It'll be the key driving force propelling your clients towards their ultimate goal.

### QUESTIONS

- **What is my specific area of expertise or interest within the wellness field?**
- **Who is my ideal client?**
- **What is the PROBLEM they experience?**  
*(Daily is best)*
- **What is the OUTCOME they want instead?**  
*(List specific actions or expertise, and remember that these outcomes can be emotional in nature)*
- **What is the COST of not solving this problem?**  
*(Ideally this is a true financial cost, but it could also be an emotional cost, or an opportunity cost)*
- **What is the OUTCOME they want instead?**  
*(List specific actions or expertise, and remember that these outcomes can be emotional in nature)*
- **What do they need to learn, know, or do?**

### YOUR ANSWER

### TIP

Understanding your niche and ideal client allows you to tailor your program to their specific needs and preferences, increasing its effectiveness.

### EXAMPLE

If your niche is stress management for busy professionals, your ideal client may be individuals working in high-pressure corporate environments seeking effective stress relief strategies.



## STEP 2

# IDENTIFY THE DURATION OF YOUR PROGRAM

It's important to pick a duration you feel confident about. You need to know you can achieve the transformation with your client in that time frame.

## STEP 2

There is no right or wrong answer to this question, and it will depend on a few factors: your niche, the nature of your clients, and the nature of the outcome. For example, your work and niche may require six months to produce the desired result, while other niches only need three months.

### QUESTIONS

- **What time frame is required to achieve the desired outcome?**
- **What are the latest trends and evidence-based practices in your chosen niche?**
- **Are there any specific resources, studies, or experts you should be aware of?**

### TIP

Staying informed about industry trends and best practices ensures that your program is current and provides maximum benefit to your clients.

### EXAMPLE

Research shows that mindfulness meditation can significantly reduce stress levels. Consider incorporating guided meditation exercises into your program.

### WHAT WILL BE THE DURATION OF YOUR PROGRAM?



### STEP 3

# MAP OUT THE JOURNEY

At this point, you're ready to structure your package into phases. Think milestones, lessons, and steps. You're crafting your package to achieve the stated outcome (from step 1). You want to chunk your whole program into bite-sized pieces, like 6 "modules" in 6 weeks.

### STEP 3

To deliver the content of your program and coach your client through to the desired outcome, you need to decide what method would work best. And you also need to keep in mind how *\*you\** prefer to work. Will your program be given through one-to-one coaching sessions? With a small group? In person? Online? a combination of all of these? Consider everything you want to include for your client within the program.

#### QUESTIONS

- **What specific goals do you want your clients to achieve through your program?**
- **How will you measure their progress and success?**
- **What skills need to be acquired, what knowledge needs to be gained for your client to get the promised result?**
- **How many sessions or calls do they need to acquire those pieces?**
- **How often?**
- **How long will those sessions be?**
- **Do they need extra time for implementation?**

#### INSTRUCTIONS

- 1. Number each Module**
- 2. Define the focus of the Module**
  - a. *What topic or issue will you focus on during this step?*
- 3. The goal of the Module**
  - a. *What needs to be achieved by your client for this step to be complete and to be able to move forward to the next step?*
- 4. The homework of the Module**
  - a. *What exercises or assignments can your client do on their own to crystallize this milestone?*

#### TIP

Clear objectives and measurable outcomes provide focus and motivation for both you and your clients.

#### EXAMPLE

Objective: Reduce stress levels by 30% within 8 weeks. Measurement: Use pre- and post-program stress assessments.





## STEP 4

# NOW DEVELOP AND EXPAND EACH MODULE

Once you are clear on the big-picture steps and their order, it's time to map out each module and then develop and expand each.

## STEP 4

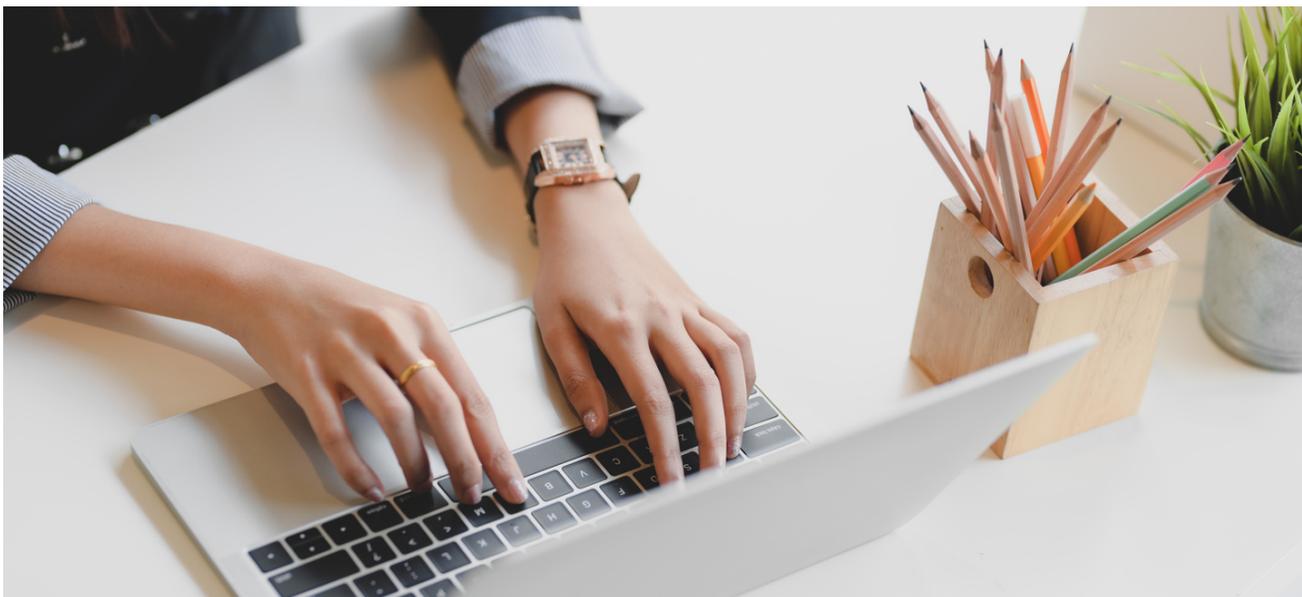
Consider the following and make notes in the table below for each module you have in your program:

### QUESTIONS

- ▶ What knowledge needs to be imparted?
- ▶ What skills need to be acquired?
- ▶ What mindset work needs to be addressed?
- ▶ What habits/goals/action steps need to be established as a result of this step?
- ▶ What "coaching questions" do you want to ask during this step?
- ▶ How will you deliver the content for this step (eg. coaching calls, video lessons, written tutorials, audio lessons...) — if applicable.

### INSTRUCTIONS

Complete the following modules on the next page.



# STEP 4: DEVELOP & EXPAND



## MODULE 1

<b>Overall Focus:</b>	
<b>Knowledge &amp; Skills for this Step:</b>	
<b>Homework &amp; exercises:</b>	
<b>Coaching questions:</b>	
<b>Method of content delivery:</b>	
<b>Supplementary handouts &amp; materials:</b>	
<b>Mindset Work:</b>	
<b>Habits/goals/action items:</b>	

# STEP 4: DEVELOP & EXPAND



## MODULE 2

<b>Overall Focus:</b>	
<b>Knowledge &amp; Skills for this Step:</b>	
<b>Homework &amp; exercises:</b>	
<b>Coaching questions:</b>	
<b>Method of content delivery:</b>	
<b>Supplementary handouts &amp; materials:</b>	
<b>Mindset Work:</b>	
<b>Habits/goals/action items:</b>	

# STEP 4: DEVELOP & EXPAND



## MODULE 3

<b>Overall Focus:</b>	
<b>Knowledge &amp; Skills for this Step:</b>	
<b>Homework &amp; exercises:</b>	
<b>Coaching questions:</b>	
<b>Method of content delivery:</b>	
<b>Supplementary handouts &amp; materials:</b>	
<b>Mindset Work:</b>	
<b>Habits/goals/action items:</b>	

# STEP 4: DEVELOP & EXPAND



## MODULE 4

<b>Overall Focus:</b>	
<b>Knowledge &amp; Skills for this Step:</b>	
<b>Homework &amp; exercises:</b>	
<b>Coaching questions:</b>	
<b>Method of content delivery:</b>	
<b>Supplementary handouts &amp; materials:</b>	
<b>Mindset Work:</b>	
<b>Habits/goals/action items:</b>	

# STEP 4: DEVELOP & EXPAND



## MODULE 5

<b>Overall Focus:</b>	
<b>Knowledge &amp; Skills for this Step:</b>	
<b>Homework &amp; exercises:</b>	
<b>Coaching questions:</b>	
<b>Method of content delivery:</b>	
<b>Supplementary handouts &amp; materials:</b>	
<b>Mindset Work:</b>	
<b>Habits/goals/action items:</b>	

# STEP 4: DEVELOP & EXPAND



## MODULE 6

<b>Overall Focus:</b>	
<b>Knowledge &amp; Skills for this Step:</b>	
<b>Homework &amp; exercises:</b>	
<b>Coaching questions:</b>	
<b>Method of content delivery:</b>	
<b>Supplementary handouts &amp; materials:</b>	
<b>Mindset Work:</b>	
<b>Habits/goals/action items:</b>	



## STEP 5

# SET THE PRICE

When it comes to price, this is all about positioning.

## STEP 5

Of course, it is a good idea to have a general sense of what other coaches charge. New coaches just starting out will naturally charge less than more experienced coaches. And, to be honest, the sky's the limit when it comes to high-end coaching packages and VIPs.

Keep in mind that the tighter your niche, the more you can likely charge, since you're providing a highly specific solution. Yet another reason to choose a very specific niche! Another thing to consider, when it comes to pricing, if you want to bundle products or technology with your program:

## TIP

Don't price your program based on the amount of content (eg. how many modules there are, how many worksheets there are), but on the **OUTCOME**. Meaning, if your outcome is highly valuable to people, price it accordingly.

## EXAMPLE

Title: 8 Week Meditation Program

Price: \$2,220

Includes:

- (1) - Muse Brain Sensing Headband (\$250 Value)
- (3) - Group Meditation Workshops
- (3) - 1:1 Guided Meditation/Coaching Sessions
- (8) - Lessons to help you enhance your Meditation Practice
- Informative Videos
- Meditation Journal

## STEP 5: SET THE PRICE



One final piece to sort out with pricing is how you're going to handle payments. Will you do payment plans? A discount for paying for the full package upfront? The Exponential Healthcare Platform has options for both single payment and payment plans.

### PRICING EXAMPLES

**Option 1:** Six Month Intensive — We meet 12 times for 60 minutes of transformational work over 6 months

*Choose from a single payment of \$1,000 or 6 payments of \$166*

**Option 2:** Nine Month Series — We meet 12 times for 60 minutes of transformational work over 9 months

*Choose from a single payment of \$1,000 or 9 payments of \$111*

**Option 3:** Twelve Month Series — We meet 12 times for 60 minutes of transformational work over 12 months.

*Choose from a single payment of \$1,000 or 12 payments of \$83*

**HOW MUCH WILL YOUR PROGRAM COST?  
WHAT TYPE OF PAYMENTS WILL YOU OFFER?  
(SINGLE PAYMENT, INSTALLMENT, SUBSCRIPTION?)**



## STEP 6

# CHOOSE A NAME & TAGLINE

This is the fun part! It's where you get to be creative.

With your program name, be as specific as you can so ideal clients will know immediately if your program is the right fit for them. Your tagline should be a single sentence describing the journey you take your clients on, just adding a little flavor and color to your program name.

### USEFUL TIP

If this part is hard for you you can use [chat GPT](#) to help generate a few options. When asking Chat GPT to create a title and tagline for a health coach program, provide the following information:

**Target Audience:** Describe the ideal clients or the specific demographic your health coach program is designed for (e.g., busy professionals, postpartum mothers, seniors looking to stay active).

**Program Focus:** Highlight the main areas of health and wellness that your program covers (e.g., nutrition, exercise, stress management, mental health).

**Unique Selling Proposition (USP):** What sets your program apart from other health coaching programs? Identify the unique approach, methodology, or benefits that make your program special.

**Desired Outcome:** Clearly state the transformation or results your clients can expect to achieve through your program (e.g., weight loss, increased energy, improved mental clarity).

**Brand Voice:** Specify the tone and style you want for the title and tagline (e.g., motivational, holistic, science-based).

**Keywords or Themes:** If there are specific keywords, phrases, or themes you'd like to incorporate (e.g., holistic wellness, mindful eating, sustainable fitness), make sure to mention them.

**Any Existing Branding:** If you have an existing brand identity (colors, logos, etc.), let Chat GPT know so it can align the title and tagline accordingly.

Using this information, Chat GPT can generate a title and tagline that resonates with your program's unique offering and appeals to your target audience.

### EXAMPLE

Digestive coach Rebecca Coomes has a coaching program she calls: SIBO: Back To Basics Coaching Program. This title is nice and simple, and clearly conveys the message that her program will help you recover from SIBO. Your name doesn't need to be flashy, but it DOES need to get the point across. Elizabeth Rider's flagship program is her Clean Up Your Diet program. Again, nice and simple, but to the point.

### WHAT IS THE TITLE AND TAGLINE OF YOUR PROGRAM?



## STEP 7

# CREATE A SALES PAGE

It's time to market your amazing new program to the world.

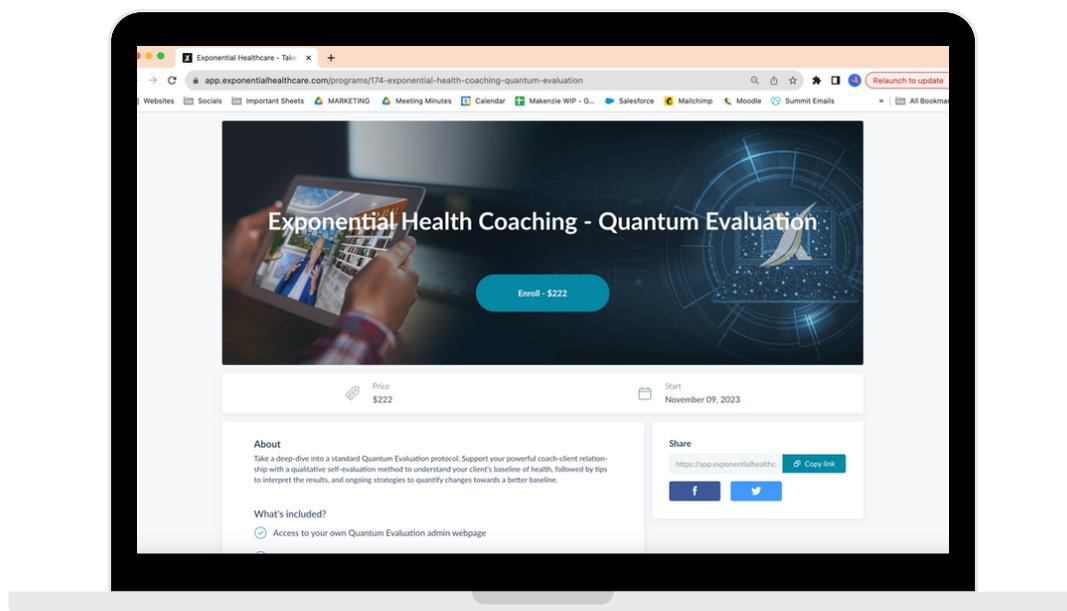
## STEP 7

You can easily do this on Exponential Healthcare with our built in program design tool or on another platform of your choice.

### EXAMPLE

Here is an example of a Sales Landing Page for a program built using the Exponential Healthcare Platform:

[Exponential Health Coaching - Quantum Evaluation](https://app.exponentialhealthcare.com/programs/774-exponential-health-coaching-quantum-evaluation)





## BONUS

# ENHANCING YOUR PROGRAM'S VALUE & ACCESSIBILITY

In this bonus section, we explore creative strategies to elevate the impact of your program,

Discover innovative ways to enhance accessibility and engagement for your clients. Additionally, we delve into the potential benefits of incorporating bonus features and supplementary materials, providing an enriched experience that maximizes their journey toward holistic wellness. Uncover the tools to make your program truly exceptional.

**One idea to consider is building a shorter, kick-start program in addition to your full signature Coaching Package. This can help ease your clients with a tighter budget into working with you:**

### MINI TRANSFORMATION PROGRAM

Offer a condensed version of your signature program, focusing on key transformative elements. This program could span 4-6 weeks and provide clients with a taste of the benefits they can achieve.

### FOCUSED SKILL-BUILDING SESSIONS

Offer individual or small group sessions that hone in on a particular skill or technique (e.g., mindfulness, time management, meal planning). These sessions can be more budget-friendly while still providing valuable insights.

### EXPRESS COACHING PACKAGES

Develop shorter coaching packages (e.g., 4 sessions over a month) that provide intensive support and guidance in a condensed time frame. This option can be more budget-friendly for clients.

### JUMPSTART WORKSHOP SERIES

Host a series of workshops or webinars designed to kickstart progress in specific areas (e.g., stress management, nutrition, goal-setting). These shorter sessions can be more accessible for clients with budget constraints.

### 30-DAY CHALLENGE

Design a 30-day challenge targeting a specific aspect of health or wellness. Provide daily tasks, exercises, or tips to help clients establish positive habits and see immediate results.

### QUICK-START GUIDES & RESOURCES

Create downloadable resources or e-books that condense essential information from your signature program into a more compact format. This allows clients to get started on their own at a lower cost.

### GROUP WORKSHOPS OR SEMINARS

Host group sessions covering specific topics within your expertise. By leveraging group dynamics, you can offer these sessions at a lower price point per participant.

Remember, the key is to provide value and actionable steps in a shorter timeframe. This approach not only accommodates clients with tighter budgets but also allows them to experience the benefits of your coaching, potentially leading to their investment in your full signature package later on.

**Here's a list of engaging activities you could include in a program, along with details on how to implement them:**

### **GUIDED MEDITATION SESSIONS**

Implementation: Host virtual or in-person meditation sessions. Provide clear instructions, create a calm environment, and guide participants through a meditation practice. Offer different meditation themes (e.g., stress reduction, gratitude) to cater to various needs.

### **MINDFUL EATING EXERCISES**

Implementation: Conduct a mindful eating challenge. Instruct participants to savor each bite, paying attention to flavors, textures, and sensations. Provide prompts for reflection on their eating habits and preferences.

### **JOURNALING PROMPTS AND REFLECTIONS**

Implementation: Provide clients with weekly journaling prompts related to their health journey. Encourage them to reflect on their progress, challenges, and insights. Offer guidance on effective journaling techniques.

### **VISION BOARD CREATION**

Implementation: Organize a vision board workshop where clients can visually represent their health and wellness goals. Provide magazines, scissors, glue, and boards. Encourage them to select images and words that resonate with their aspirations.

### **GROUP FITNESS OR YOGA CLASSES**

Implementation: Organize group exercise sessions, either in person or virtually. Hire a certified instructor or lead the session yourself if qualified. Offer modifications to accommodate varying fitness levels.

### **INTERACTIVE WORKSHOPS ON HOLISTIC NUTRITION**

Implementation: Host workshops on topics like plant-based nutrition, balanced meal planning, or mindful eating practices. Provide educational materials, cooking demonstrations, and recipes.

### **GOAL-SETTING AND VISUALIZATION EXERCISES**

Implementation: Lead sessions on setting clear and achievable health goals. Guide clients through visualization exercises where they vividly imagine attaining their desired outcomes.

## **NATURE WALKS AND MINDFUL MOVEMENT**

Implementation: Organize group walks or hikes in nature. Encourage participants to practice mindfulness, focusing on the sights, sounds, and sensations of the natural environment.

## **COOKING AND NUTRITION CLASSES**

Implementation: Arrange cooking classes to teach healthy and delicious recipes. Emphasize the nutritional benefits of each ingredient and demonstrate cooking techniques.

## **STRESS-REDUCTION TECHNIQUES**

Implementation: Offer workshops on stress management techniques such as deep breathing exercises, progressive muscle relaxation, or guided imagery. Provide practical tips for incorporating these practices into daily life.

## **GROUP ACCOUNTABILITY CHALLENGES**

Implementation: Create a structured challenge with specific health-related tasks or goals. Use a tracking system to monitor progress, and encourage participants to share their achievements and experiences.

## **GUEST SPEAKER WEBINARS**

Implementation: Invite experts in relevant fields (e.g., nutritionists, fitness trainers, mental health professionals) to conduct webinars. Cover topics that complement your coaching program.

## **VISIONARY GOAL MAPPING**

Implementation: Guide clients in creating a visual representation of their long-term health goals. Use charts or diagrams to illustrate the steps needed to achieve those goals.

## **EMOTIONAL WELL-BEING WORKSHOPS**

Implementation: Offer sessions on emotional intelligence, self-compassion, and stress resilience. Provide tools and exercises to enhance emotional well-being.

## **GROUP REFLECTION AND SHARING CIRCLES**

Implementation: Facilitate group discussions where participants can share their progress, challenges, and insights. Create a supportive and non-judgmental environment for open dialogue.

### Here are a few examples of program inclusions:

1. A pre-coaching assessment to help us both level-set before we begin our work together
2. A welcome package to help you settle into your coaching experience
3. Pre-session questionnaires for you to collect your thoughts, give me an update, and make the most of our calls
4. (12) 60-minute coaching calls conducted via Zoom (with recordings available for download)
5. Exercises and homework tailored to your needs, with pre-session review by me if you wish
6. In-between-session support via email
7. A post-coaching assessment so you can see just how far you've come

*Figure out what would be the most effective method for the material, and pair that with what is most authentic for you.*

### Here are a few examples of program inclusions:

You may also want to consider adding value to your program with bonus features & supplementary materials!

People love handouts, checklists and supplementary materials because it makes what you do even more complete and easy for your clients to understand. Handouts are always a valuable resource for people and they are very enticing to discuss when talking with a potential client, or to list out when giving a presentation.

Below are some ideas:

#### HANDOUTS & SUPPLEMENTARY MATERIALS

- Workbooks
- Checklists
- Resource or Reading Lists
- Recipe Collections
- Assessments or Questionnaires
- Audio recordings (eg. guided meditations)

#### FEATURES THAT CREATE COMMUNITY & SUPPORT

- Facebook Group
- Group Class or Training
- Group chat/forum
- Retreat (in-person or virtual)
- Group Q&A Sessions
- Accountability partners or small groups

#### FEATURES THAT CREATE A VIP EXPERIENCE

- Private strategy/kickstart consultation
- Initial VIP Day (in-person or virtual)
- Facebook Group
- Individual feedback/review/evaluations
- Email support
- Emergency check-in calls/sessions

We've explored innovative strategies to enrich your coaching program and elevate its value for your clients. These strategies can transform your coaching program into an exceptional journey toward holistic wellness. By considering the array of options, you have the opportunity to cater to diverse client needs and preferences. Remember, it's all about crafting a coaching experience that aligns with your authenticity and resonates with your clients' aspirations, ensuring a fulfilling and successful coaching journey.

# CONGRATULATIONS!

By completing all 7 steps, you've not only crafted a signature program, but you've also unlocked a world of possibilities for yourself and those who enroll in your program. Your dedication and creativity are the building blocks of success. Now, let your program shine and watch as it transforms lives. Embrace this journey, and remember, the best is yet to come!



## CONTACT US

Speak to our Exponential Healthcare Mentor to learn more about the benefits and gain access to our Exponential Healthcare Platform.

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