

SIGNATURE SYSTEM

BLUEPRINT

WITH PAMELA BRUNER

DO WHAT YOU LOVE: UNLOCKING YOUR GIFTS

CREATING A STRATEGIC DOORWAY

Transformation is a nebulous concept, and each person who works with you will get a different transformation. If you try to sell transformation, you are limited to selling only to people who understand it very well, or people who trust you without understanding what you do.

Instead, create a Strategic Doorway in to the transformation you provide.

A Strategic Doorway provides the following:

Strategy & Structure

A Concrete Message

Measurable Results



'BRAND A PROCESS' OR 'BRAND A RESULT'

Branding a Result

- Easier to describe
- Referrals are easier
- More able to be expanded

Branding a Process

- Requires confidence and guru-status
- Can be used with multiple issues (but start with one)
- Expands through a certification program

Instructions: *Get the most out of this work by answering the questions below prior to the call. Don't over-think the answers. Instead, play and have fun with this.*

What's your super-power?

If you were on the cover of Time magazine, what would the headline say?

What's the highest compliment you can imagine receiving?

What do you want your clients to say about you, and why?

Name an incident where you have been stopped from succeeding in the past, and the things that stopped you.

Has there been an instance in which one of those things might have stopped you, but you overcame it? Why or how did you do that?

What are you willing to give up to have success in this program?

List _____ things that you are good at.

Of those things, what do you love doing?