

# Signature Program Creation



*Module 4 -  
Soulful Community Attraction  
Heart Chakra*

## CRAFTING YOUR MESSAGE

Having your ideal client in mind, let's craft a message that propels your client to seek you and be willing to become your raving fan.

Here is the pattern to follow:

1. What is their problem?
2. What is your promise to them?
3. What is the problem you see?
4. What are their frustrations?
5. What is your solution to them?
6. What is your methodology?
7. What are the benefits?
8. What are the results?

## How to build a soulful community & keep them engaged

What kind of relationship do you want to have with your ideal clients? Do you want to be the sister, the best friend, the aunty, the teacher?

What transformation do you want people to have?

How do you want to make them feel? (When you're thinking about this, go back over your core values and message and think about the problems and interests of your audience and make sure it all aligns and resonates well.)

What would people want to sign up for? Tips? Inspiration? Strategies? Offers?

What could you create and give away that would add massive value to your audience? (Some ideas on the next page)

## SOME IDEAS:

- Access to a membership/private Facebook group
- A guide
- An online conference
- Advice or tips by other experts
- Webinar
- A weekly/monthly email
- Free template
- Access to opportunities
- Workbook/worksheet
- Checklist
- Video/video series
- Something inspirational like an audio
- Soulful survey (Typeform) - Ask them what they want and give it to them!

