

# Signature Program Creation



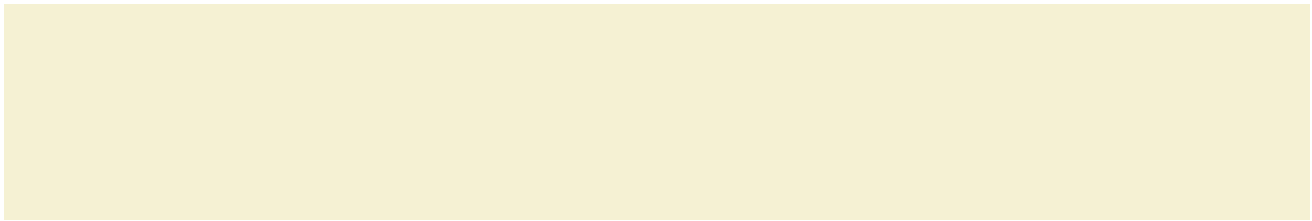
*Module 5 -  
Communicate and Create Belief  
Throat Chakra*

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.

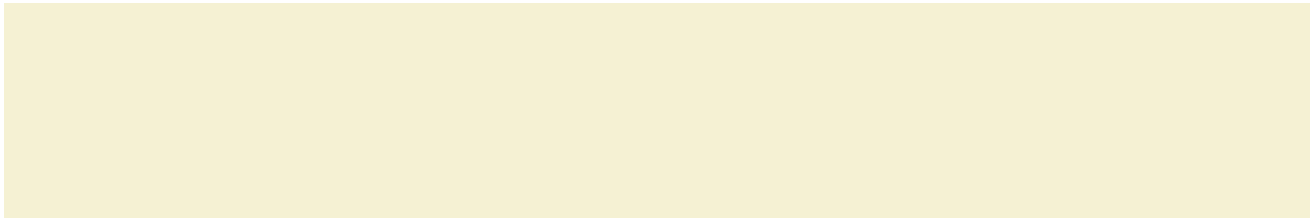
Through your program you are solving a problem. In order to solve the problem you must communicate with your community in their own language, so that they know, trust and understand you.

Once you achieve that you have Created Belief!

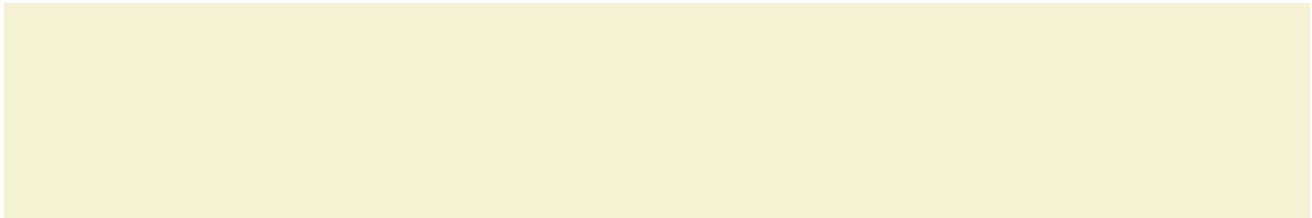
What is the problem?

A large, empty yellow rectangular box intended for the user to describe the problem.

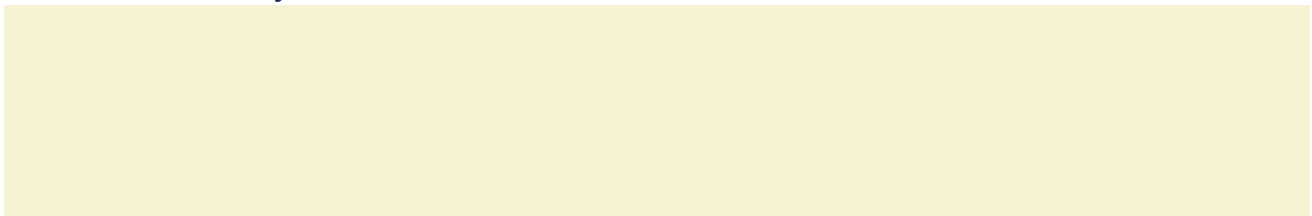
What would happen if this problem is not addressed?

A large, empty yellow rectangular box intended for the user to describe the consequences of not addressing the problem.

What is your solution?

A large, empty yellow rectangular box intended for the user to describe their proposed solution.

What is their objection?

A large, empty yellow rectangular box intended for the user to describe potential objections to their solution.

What story can you tell as evidence of your success regarding that objection?

Select 5 main objections that you recognized through your Ideal Client Research and create belief.

This process is called the epiphany bridge story.

It is a high level writing process that enables the reader to go on a journey with the storyteller and feel a connection, caring about the end result.

It is made up of seven features:

- The Backstory
- The Desire
- The Wall
- The Plan
- The Conflict
- The Achievement

## Story 1

Who is it

What objection is it addressing

The back story: What is the origin background story that gives us a vested interest in the story

The Desire - what did you want to achieve?

- External - what did you physically want?
- Internal - what did you want to feel?

The Wall: What was the wall you hit or problem you hit within your current service/offering that started you on this NEW journey?

The Epiphany: What was the epiphany you experienced and new opportunity you discovered.

The Plan: What was the plan you created to achieve your desire?

The Conflict: What conflict did you experience along the way?

The Achievement: What was your end result?

