



8 Useful Questions and Answers About Building a Signature Program

Q: How important is it to have an audience?

A: If your goal is to be a social media star or an influencer, lack of an audience definitely creates a deficit. So many things need to be in place to make it work, whereas if you have an audience, it's basically just listening and then doing. At the very least if you don't have a following, it'd be good to have a connection to one, or to have friends whose audience you can get in front of.

Q: How do you know what kind of content to create?

A: Before anything else, some data mining is in order. Listen to what people are looking for. Look at your current products, if you have any. Do they line up with what your audience wants? If they don't, you know you need a different approach.

Then, segment. Based on the pain points uncovered, can you quantify how solving one of their problems would change their life? Come up with the top three different products that you could test to solve the problem, and get to experimenting.

Q: What type of course works best as a product?

A: A done-with-you course, what you might call a DIY plus, works very well because of the continual feedback from the audience. The interaction lets you know in short order what's good about the product and what could use improvement, allowing you to create succeeding iterations quickly. Furthermore, engagement is higher for a done-with-you service such as weekly calls. And, if you're recording your sessions, you can repurpose the content as evergreen material and improve your messaging in the process.

Q: How do you price your program?

A: Some key guiding questions are, what is your time worth? What actually goes on in your program? How much is that pain worth that you're solving? Depending on your specialty and how well you're known, you might charge close to \$700 a month, and up to \$2,000 or \$2,500. Throw out a big number and see how people respond. If they balk, ask why, and act from there.

Your first program might run for two to three months. If you do things right, people will ask by that time what's next. Then you can introduce another program, perhaps more exclusive and higher-priced, or you might just take them into another



phase, a version two, if you will, of the preceding class.

A method that often works well is placing a high-ticket product up front, with a lower priced continuation as clients stay with the course.

Q: How can you boost value perception of a product?

A: One way to increase the value perceived by your audience is to only open your course for certain periods, like semesters in a university. Use an application process as well, where would-be customers have to qualify for access. This will give your program an air of exclusivity that will make it attractive to the right kind of audience.

Q: Will you have to show up all the time?

A: The more actual interaction you have with your clients, the more valuable your product, and the higher a price point you can command. That said, some people can get away with having a presence mainly on social media, recording the course material, and simply adding to the program from time to time in the form of videos or other media. In this sort of setup a team is very useful, to act as moderators.

Q: Can you get sub coaches or community managers to help people through the course?

A: A good source of such roles is the audience itself. Once someone has bought the course, seen results, is passionate about the product, and knows the right messaging, you can tap them to provide calls to action, offer help, etc. to other customers.

Q: Can you collaborate with other experts?

A: A course creator doesn't need to deliver a hundred percent of the program material. The input of other experts in the field, perhaps as guests, can provide fresh perspectives and intel that the course owner might lack. Whether a continuing partnership is a viable option will depend on your filters: do you have the same level of motivation? Do the personalities mesh? It's a rare alignment when partnerships work for the long term. A better option might be working for a percentage of revenue gained by the other party with your help.

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