



### **Ep 3: Industry Thought Leader: The System, Program & Process that'll enable you to turn increased influence and impact into significant income**

Hi, it's Annemarie Cross – The Podcasting Queen and welcome back. This is episode 3 of a special podcast series that is focusing on how to become known as an authority in your field - an Industry Thought Leader.

If you haven't had the opportunity to listen to episode 1 where I spoke about **5 Key Foundations to Stand Out From the Crowd and Being Seen as an Authority in your field** or episode 2 where I spoke about: **5 Common Barriers that'll keep you stuck from becoming known as an Authority in your field** go to: [www.AnnemarieCross.com/podcastseries](http://www.AnnemarieCross.com/podcastseries) that's [AnnemarieCross.com/podcastseries](http://AnnemarieCross.com/podcastseries).

There are also a number of resources I've included in this series that you can access from that link, as you continue to build your Thought Leadership.

In this episode - episode 3: I'll be speaking about **The System, Program & Process that'll enable you to turn increased influence and impact into significant income.**

Let's dive in to today's topic.

The System, the Program and the Process you need to turn increased influence and impact into significant income.

#### **Let's talk about Your System.**

This is your Signature System, it's the unique and proven process you take your clients through in order to get them from where they are stuck to achieving an outcome.

The steps you take in your Signature System are proven and repeatable.

So what does that mean?

Proven means – your Signature System works. It means that as you continue to take clients through each of the steps in your Signature System, and they took all of the right actions as directed by you in your Signature System, they'd get the outcome they desired and that you promised.

Repeatable means whether you take two clients through, or 10 clients through, or 200 clients through your Signature System they'd end up with the outcome they desired and what you promised. [Obviously there are going to be factors that

determine the level of success. As we know, it may take some clients a lot longer to achieve results. So there will be specific external (and internal factors – such as their mindset, how focused they are, etc.), which is an entirely different episode on its own. But for now we'll define your Signature System as being a proven, repeatable process that is unique to you and your work.

Let me give you an example – say you were a Health and Wellness Coach who helped Middle Aged Women who were struggling with insomnia.

Your Signature System could involve key steps that helped them go from being awake at all wee hours of the morning through to being able to put their head on a pillow at night and drifting off to sleep, much more easily so that they could get a great nights sleep and rest.

The first step could involve you doing a thorough audit of her personal health – as in levels of stress and anxiety. Is she overly stressed and worried as this could certainly impact her ability to sleep well.

Then you could review the environment she was living in and more importantly, her bedroom. Is that space a space where she can relax and unwind? Or does she have a tv in her room, her phone etc that can negatively impact her sleep. Her pillow, mattress – anything in her environment that could jeopardize her ability to fall asleep.

You could do an audit on the activities she was going leading up to the evening and what she was consuming. Perhaps she was drinking lots of coffee or other consumables that was impacting her ability to fall asleep.

So the first step, was gathering information.

The next step could involve you putting together a step-by-step plan together for her. Now it's not going to take you too long in this case because you'd already have exercises and activities she'd have to follow in order to start making the changes she needs to get towards being able to have a good nights rest.

So the next steps in your Signature System could be helping her make changes in those key areas, starting first with:

- Personal Health and Wellbeing, then
- Environment, then



- Activities, and so on until you had covered each area that you as the Health and Wellness Coach knows is important for people if they want to get a good nights sleep.

Hopefully from that example you can begin to think about putting your own Signature System together if you haven't already developed one.

Over the years I've had a number of Signature Systems. In the career space as a Personal Branding Strategist and Career Coach I had a Signature System for my Resume Writing process. In fact I got it trademarked and developed it into various Signature Programs (which we'll talk about next). My Powerful Resume Pyramid as I called it, was developed into a private VIP offering where I would write the resume for a client. I had workshops, and I had a DIY online course – where clients could learn how to write their own professional resume that would get them noticed, hired and paid what they're worth.

I have a Signature System with the work I now do with Change Makers and aspiring Thought Leaders to help them go from Invisible to Influential (and Profitable) with a Podcast. My Podcast Profit Formula, Podcast Profit Framework and Podcast Profit Funnel (the Pipeline) are all part of that Signature System.

There are specific steps clients will need to take through my Signature System in order to get them from Invisible to Influential and profitable.

So, start thinking about the steps you take people through to get them from where they're stuck to where they want to be. What's the first step they need to take, then once they have that handled, what's the next step. And so on.

That was the System that'll enable you to turn increased influence and impact into significant income.

The next piece is the program – your **Signature Program, or Programs.**

As you heard I had a number of Signature Programs I offered my client, which typically fell into three categories.

Do it yourself – the DIY for clients who like to work through information on their own.

Done with You – DWY for clients who like support while they're working on the steps in your Signature System to get them to the outcome they want.



Or the last category of Signature Program is Done For You – DFY for the clients who want you to do everything for you.

Obviously for some of you there are going to be limitations to what you can do for your client. For instance, if you're a weight loss coach, you can't exactly do the exercise on behalf of a client and they get fit and healthy. [Goodness, if you can let me know! You'd make a fortune!!].

However, you could mix elements of a DWY and DFY into a program. For instance, you could regularly do all of the shopping and have all of the meals cooked for your client, while going with your client when they did the exercise portion of your program.

My Podcasting With Purpose DWY Program involves me strategising everything for my clients podcast series and ongoing podcast. I work with them very closely, prep everything associated with their podcasts from their podcast name, description, bio, show titles for their Thought Leader Podcast Series, graphics, music, intro/outro, voice over professional.

I interview them for their Thought Leader Podcast Series and my team does all of the post-production, publishing, promotion of the podcast. Then if they want to have an ongoing podcast we show them how to record it simply and easily. They then give me the raw audio and my team and I do all of post-production, publishing and promotion for them. We do everything and will even work closely with their team if they have a marketing and social media team. All they need to do is step up to the microphone and we do the rest. So it's a combination of DWY and DFY.

I also have a DIY program, which is my Podcasting With Purpose Online Course and my Interviewing With Purpose Online Course for existing businesses who want to uplevel their podcast host and interviewing skills so they can create a stellar episode.

So, have a think about the different Signature Programs you can create being the DIY, DWY and DFY.

Here are some things to avoid – the common mistakes that can often occur that has you undervalue your services.

### **1. Including way too much in your Programs**

While it's important to create value across all levels of your programs, it's important not to add too many things in each package.

Filling your Signature Programs with too many elements can overwhelm a client, and an overwhelmed person will often end up doing nothing so remain stuck. Something I'm sure you don't want your client to experience.

Another thing you'll want to avoid (and this is a HUGE no-no) is putting too much access to you in your lower-end packages.

Remember, your time and your expertise is valuable so being accessible at any time of the day, whether it be via email, a private Facebook group, or any other platform that you have incorporated into your program is NOT valuing your time and expertise.

Increased access to you should be included in your higher-end program where clients are paying you well for the additional time you are available to them and expertise you offer.

Are you providing too much content and too much access to you in your lower packages? Make sure that revisiting and tweaking your packages is something you do – pronto!

## **2. Differentiating your Signature Programs with access to you**

Creating lower- to higher-end packages with the only difference being access to you is something else you should avoid.

For instance:

- Package 1: 3 hours coaching with you
- Package 2: 5 hours coaching with you
- Package 3: 10 hours coaching with you

Why?

Because it doesn't pass the 'irresistible and impact' test and it's far more difficult to get prospects to invest in your higher-level programs.

Instead, include other elements in your programs, such as video or audio recordings; done-for-you templates; step-by-step worksheets; a luxurious spa experience; or a complementary VIP ticket to one of your live workshops, just as an idea.

I'm sure you've got lots of content that you've created over the years that you can bundle and incorporate as a value-added element to your packages. Make that a priority!

### **3. Your Signature Program Title is boring and uninspiring**

I regularly speak about the importance of creating benefit-driven, creative headings and program descriptions.

This is crucial with your Signature Programs as well.

Are you naming your packages Bronze, Silver and Gold or Sapphire, Ruby or Diamond Packages? These titles are quite vague and again, would find it hard to pass the 'impact and influence' test.

One of the key steps I take all of my clients through in any of my Signature Programs is to clarify their Signature Brands by identifying their Primary and Influencing Archetypes.

Once we know their Primary and Influencing Archetype we're able to come up with some fantastic on-brand program titles by incorporating key words and phrases that describes their core brand message perfectly.

For instance, if you were the Primary Archetype of Alchemist you may include words such as Transformation, Possibility or Change in your program titles and descriptions.

- Declutter Your Home & De-Stress Your Life VIP Intensive

If you were the Primary Archetype of Artist– you may incorporate words such as Authentic, Freedom or Unique in your program titles and descriptions.

So, remember, avoid those boring description. Instead come up with something that'll knock your prospects' socks off and have them lining up ready to invest in you!!

That covers the Program that'll enable you to turn increased influence and impact into significant income.



**The next is the Process.**

The streamlined process I'm talking about is a process that enables you to turn a listener of your podcast into a lead.

Or a reader of your article into a lead. Or whatever content you're sharing; being able to take someone who is consuming that content to take the next step, which is to access a piece of content that requires them to give you their contact details in exchange for access to your content.

This is really all about building your email list, your database, which as we know, is important.

Let's look at this process from a bird's eye view.

It would include:

Your valuable content, and what you offer them (which I call your Digital Asset or Irresistible Asset), a platform that captures the content details of your prospective client, and the follow up sequence you nurture your new contact through in order to continue building know, like and trust.

That is the entire process and one I call the Podcast Profit Pipeline. It's a strategy pipeline that continues to build know, like and trust with prospective clients who are looking for solutions to their challenges.

I'm going to dive in a little deeper to a BONUS podcast episode: From Podcast Listener into Lead: 3 KEY Strategies to Cut Through the Noise and Nurture prospects into paying customers with Your Thought Leader Podcast Series.

However, for now I want you to think about these key elements that make up your streamlined system – your funnel or pipeline where you continue to nurture your relationship with prospective customers as they continue to get to know, like and trust you.

Firstly, you have to start with the end in mind.

This is, that the funnel and pipeline you're creating, specifically the content AND Digital Asset (your Irresistible Signature Giveaway) is relevant to your ideal client AND is aligned with where you want to build your Thought Leadership.

For instance, if you're a Health and Fitness Coach who helps Middle-Aged women struggling with insomnia, your content and Digital Asset (your Irresistible Signature



Giveaway) needs to be focused on THAT topic. How to overcome insomnia, OR a subtopic that relates to insomnia, such as an article on stress and how it can affect sleep and cause insomnia. You wouldn't write about the topic: 'How to lose 1 kilo in a week' because it has no relationship or relevance to the topic of insomnia.

I hope that makes sense.

So, think about:

- The content you're sharing;
- The Digital Asset (Irresistible Signature Giveaway) you offer as your call to action that requires them to give you their contact details, therefore giving you further opportunity to nurture your relationship and build know, like and trust as they're now on your email list.
- Follow up nurturing emails.

Remember, I'll share more about how this could look if you were to leverage a 3-Part Thought Leader Podcast Series as your Digital Asset (Your Irresistible Signature Giveaway) in the bonus episode. There are so many benefits to leveraging a podcast as you continue to build your Thought Leadership, which is why I've decided to include this bonus episode in this series.

Well, that brings us to the end of episode 3. The Process that'll enable you to turn increased influence and impact into significant income

I can't wait to share more in my Bonus episode, **3 KEY Strategies to Cut Through the Noise and Nurture prospects into paying customers with Your Thought Leader Podcast Series**. which you can access at: [www.AnnemarieCross.com/PodcastSeries](http://www.AnnemarieCross.com/PodcastSeries) that's [AnnemarieCross.com/PodcastSeries](http://AnnemarieCross.com/PodcastSeries) - see you soon!