

{Digital *Dining Room*}



[B&L] Your Signature Dish

How to Create and Price Your Signature Product

Story  Bistro

Question!

- ▶ Where did Cinderella's Fairy Godmother get her magic?



What IS a Signature Dish?

- ▶ *Your* twist on the familiar (your version of a Peanut Butter Cup)
- ▶ The CORE around which everything else you build revolves
- ▶ Major part of your branding story



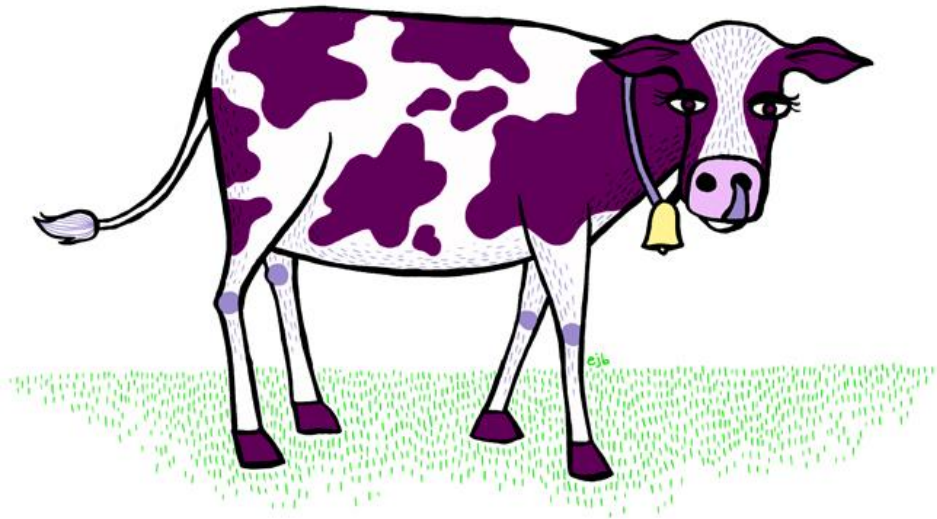
What Gets in Your Way?

- ▶ Perfectionism
- ▶ Lack of confidence
- ▶ Short-term vision
- ▶ Procrastination
- ▶ What else?
- ▶ Building in isolation



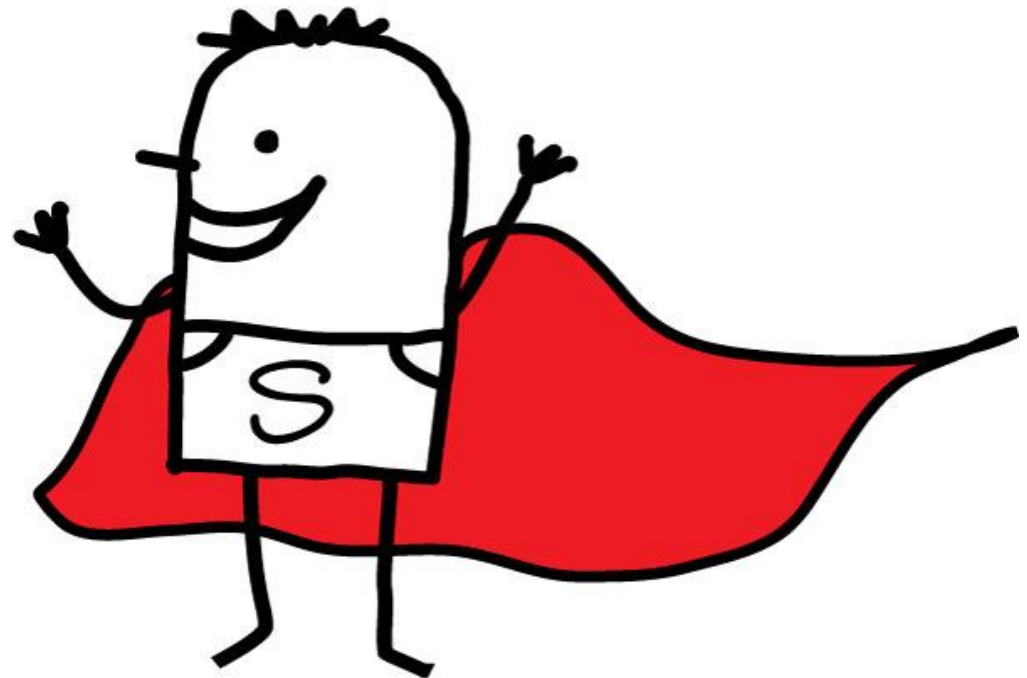
YOU are the Purple Cow

- ▶ Your world-view
 - ▶ Your passions
 - ▶ Your experiences
 - ▶ Your skills
 - ▶ Your quirks
 - ▶ Your preferences
- = YOUR Super Powers
= YOUR Niche



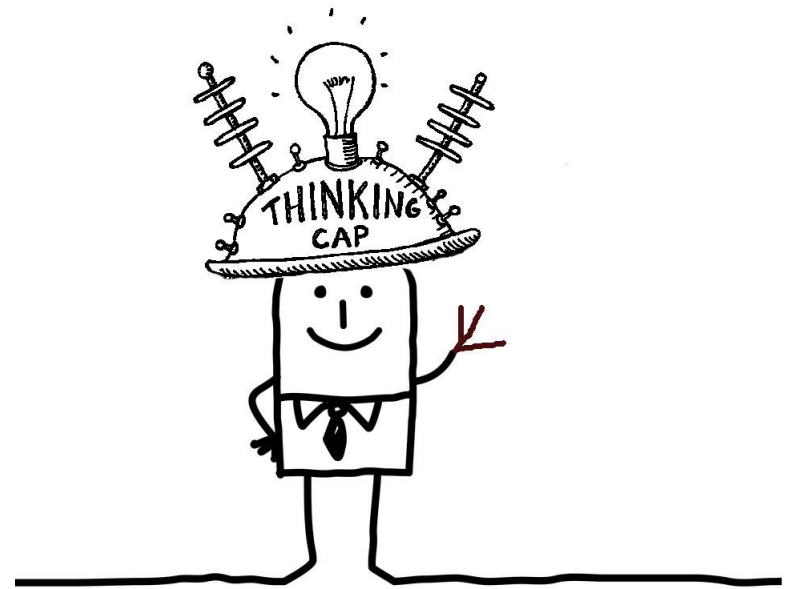
Question!

- ▶ What are YOUR superpowers?



Begin where you are

- ▶ What skill or product will people pay for?
- ▶ **What skill or product do you already have some experience delivering?**
- ▶ How do you prefer to work?
 - Done For You?
 - Done With You?
 - Teaching the DIY crowd?



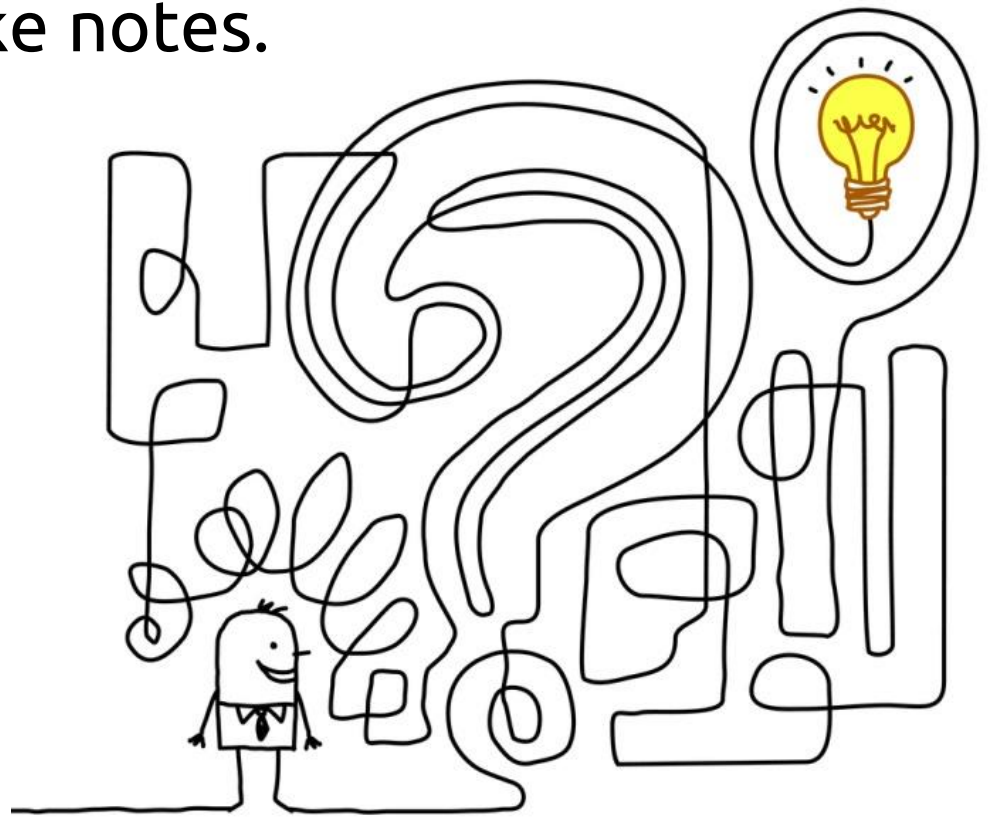
Add the Flavor of YOU

- ▶ Your OTHER passions
- ▶ Your OTHER business ideas
- ▶ Your Soap Box

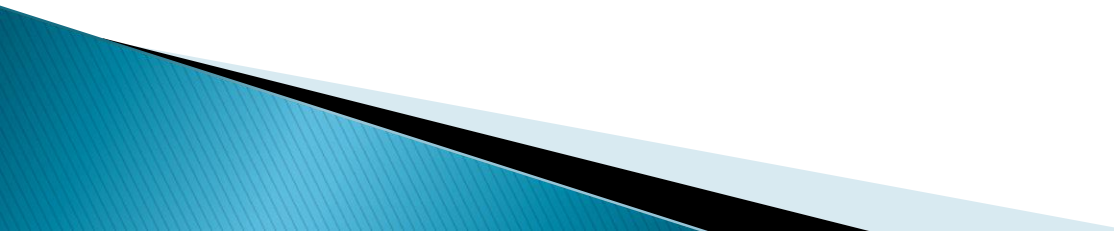


Listen to Demand

- ▶ Asking directly isn't always the best way. People lie.
- ▶ Observe. Poke. Take notes.
- ▶ Be curious.

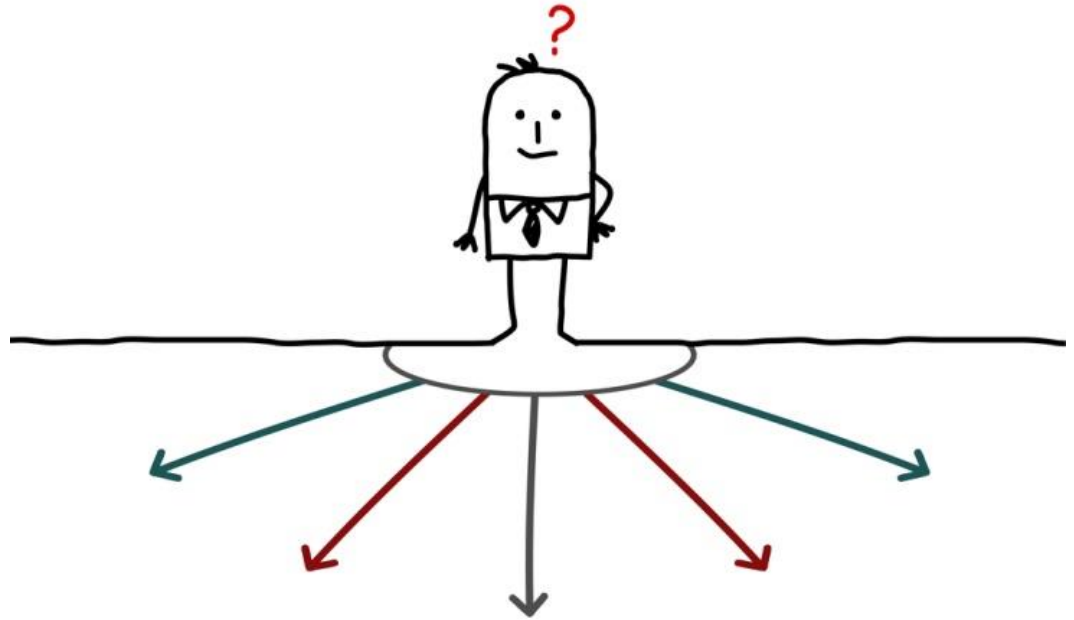


Mindmap the Offer

- ▶ What's included?
 - ▶ What are people asking for?
 - ▶ What are they willing to pay for?
 - ▶ What do they actually need?
 - ▶ What are you willing to provide?
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Clues to Your Process

- ▶ What questions do you ask clients over and over?
- ▶ What steps have to occur and in what order?
- ▶ Where do people trip up along the way?

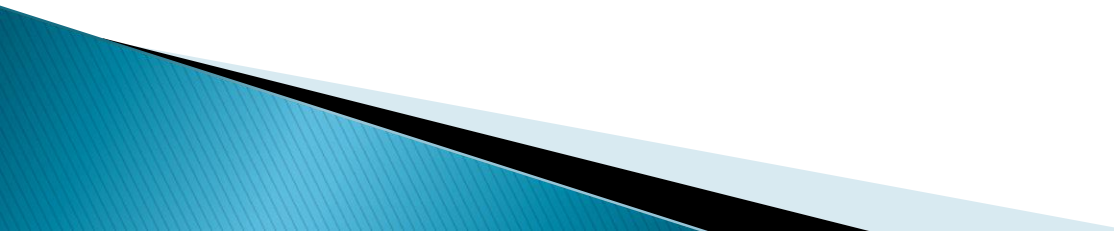


Your Pink Spoon (the Opt-in)

- ▶ Something that DOESN'T require your attention each time.
- ▶ Something that helps answer a question AND leads to more questions
- ▶ Something that gives people an idea of what you can do



Pink Spoon Examples

- ▶ eBooks
 - ▶ Blog posts
 - ▶ Assessments and surveys
 - ▶ Audio recordings
 - ▶ Video lessons
 - ▶ Brunch & Learns (like this one!)
 - ▶ What else?
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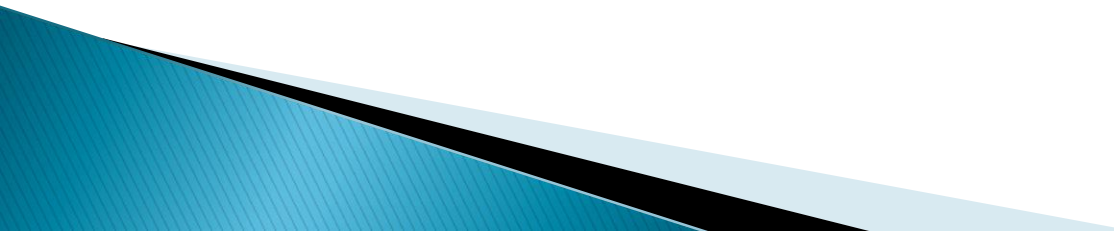
The Small Taste

What's their next natural desire?

- ▶ No-brainer pricing (\$39 to \$150)
- ▶ Small piece of your larger offer
- ▶ Consider **Limited Time** availability



Small Taste Examples

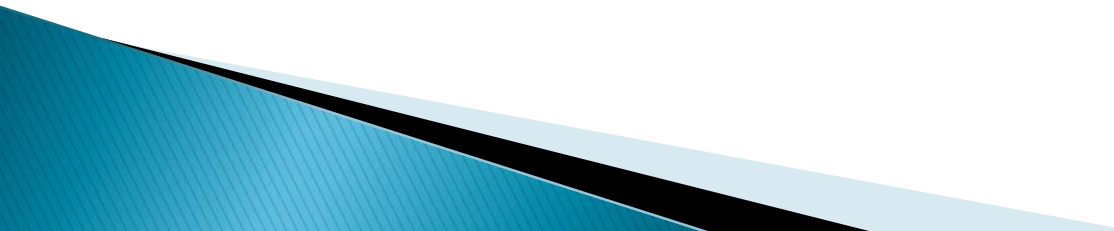
- ▶ One coaching/strategy session
 - ▶ One page of copy writing
 - ▶ One web-page created
 - ▶ A workbook that accompanies your bigger training
 - ▶ One workshop – live or on-demand
 - ▶ What else?
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Anchor the Pricing

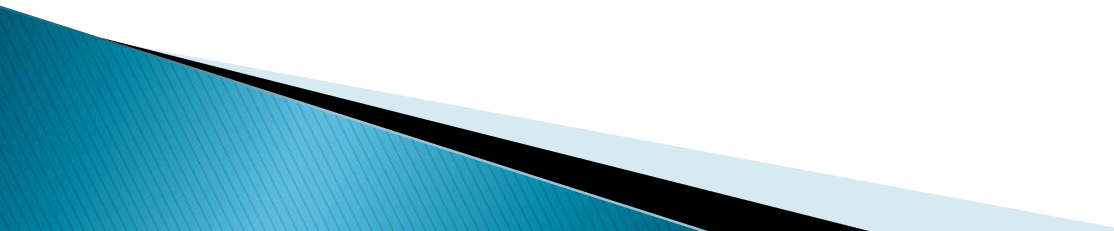
Two to three levels:

- ▶ Basic (could also be your small taste)
- ▶ **Main Offer** (the one you want to sell the most)
- ▶ Main Offer + Extras

Example:

- \$197 - Basic
 - \$297 - Main
 - \$597 - Main +
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Convey the Value

- ▶ What does YOUR Ideal Client care about most?
 - ▶ What benefits do the features of your product or service bring?
 - ▶ What EMOTIONAL benefits do *those* benefits bring?
 - ▶ Be genuinely excited about your offer
 - ▶ Have confidence!
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You Will Feel Joy

Impress Your Guests with
Your Fine Tastes & Eye
for Quality

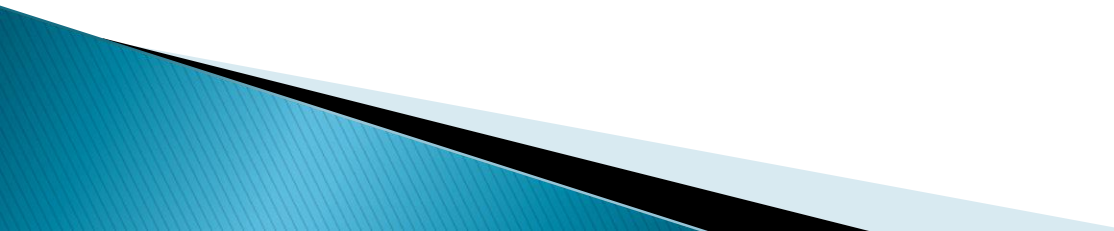


You Will Feel Loved

You Won't Harm Mother Earth
(Feel Good about Yourself)

Product Benefits

Be the Scientist: Test it!

- ▶ What's your hypothesis? (What would you like to prove?)
 - ▶ How will you measure?
 - ▶ What kind of test subjects do you need?
 - ▶ How will you incentivize them?
 - ▶ How long will it take to see results?
 - ▶ The true value of an experiment isn't in proving a theory. The value is in you not giving up and doing another one.
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Testimonials

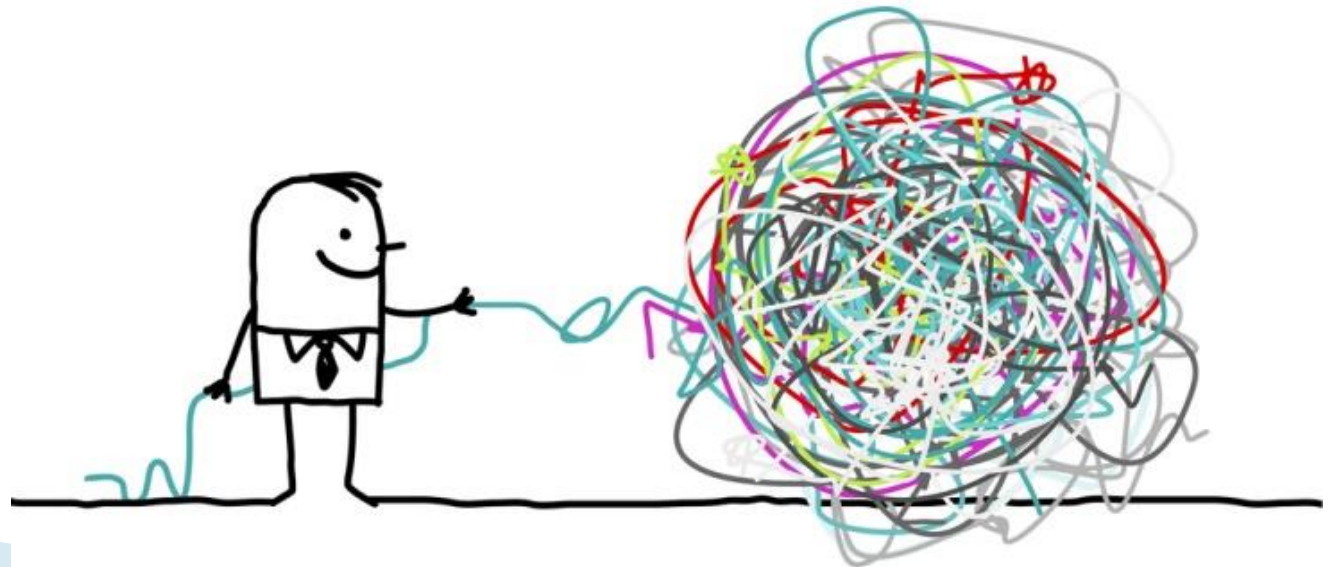
- ▶ **The best ones tell us...**
 - Where you were when you showed up? What was going on? What kind of pain?
 - What's changed? And by how much? (Numbers!)



Start Simple

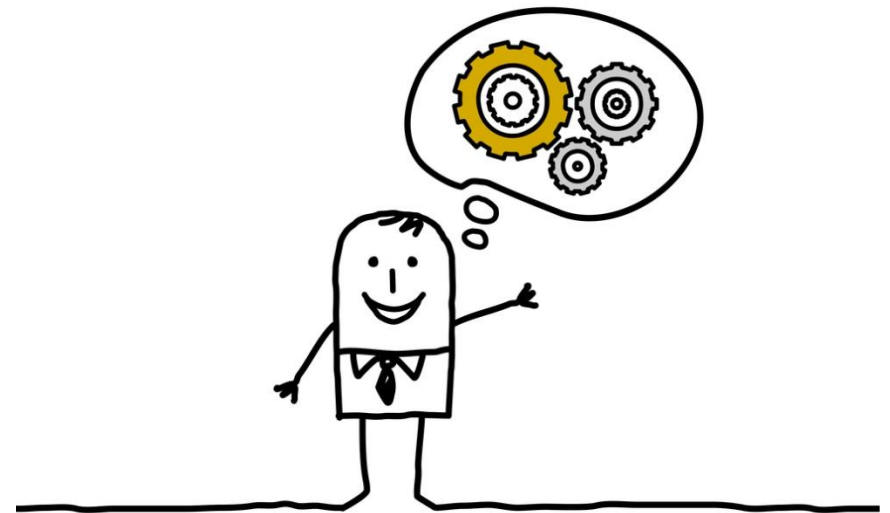
Don't spend a lot of money
buying tools and systems!

Invest only after you've proven demand

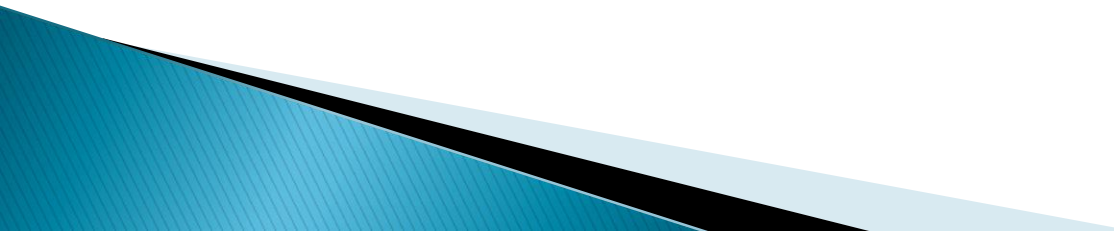


When Do You Add New Stuff?

- ▶ **Get traction** on your core offer **first**.
- ▶ Stabilize operations; systematize what works.
- ▶ **Listen** to demand. **Discern** what works for you.
- ▶ Make sure new offers are **relevant** to core.
- ▶ Keep an ideas file to **avoid B.S.O.S.**



Your Assignment

1. **Mindmap your Signature Product.** Make sure it answers these two questions:
 - What do you want to be known for? What are your super powers?
 - What are the benefits of each feature?
 2. **Identify your levels** of the Offer: Free, Small Taste/Basic, Main Offer, Main Offer+
 3. **List the tools and resources you need** to execute and deliver.
 4. EXTRA CREDIT: **Create a doodle** of all levels of your offer.
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For More...

▶ **DigitalDiningRoom.com**

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