



CREATING AN OFFER THEY CAN'T REFUSE

SIGNATURE *FRAMEWORK*

"Make your product easier to buy than your competition, or you will find your customers buying from them, not you."

— Mark Cuban



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AI MARKETING STRATEGIST + TECH

- Over 20 years in the tech and marketing
- From tech startups to Corporate America
- Owner of Birch Solutions
- Creator of Rock UR Website
- Marketing Strategist, Systems & Automation
- AI Integrator + Prompt Queen



It's Time To Come Out Of The Shadows

No longer the Best Kept Secret



The background features a dark grey stage with four spotlights at the top, each casting a beam of light onto a circular area on the floor. A solid yellow horizontal banner spans the middle of the image, containing the main title.

What We're Covering

- **The Role of a Signature Framework**
- **What's In It For You**
- **The Components of a Framework**
- **Design Your Signature Offer**
- **Marketing and Selling**



The Role Of A Signature Framework



Unique

Understand the Value You Bring

Focused

Only Attracting Those
Who Need This Solution

Stand Out

Spotlight on Your Business

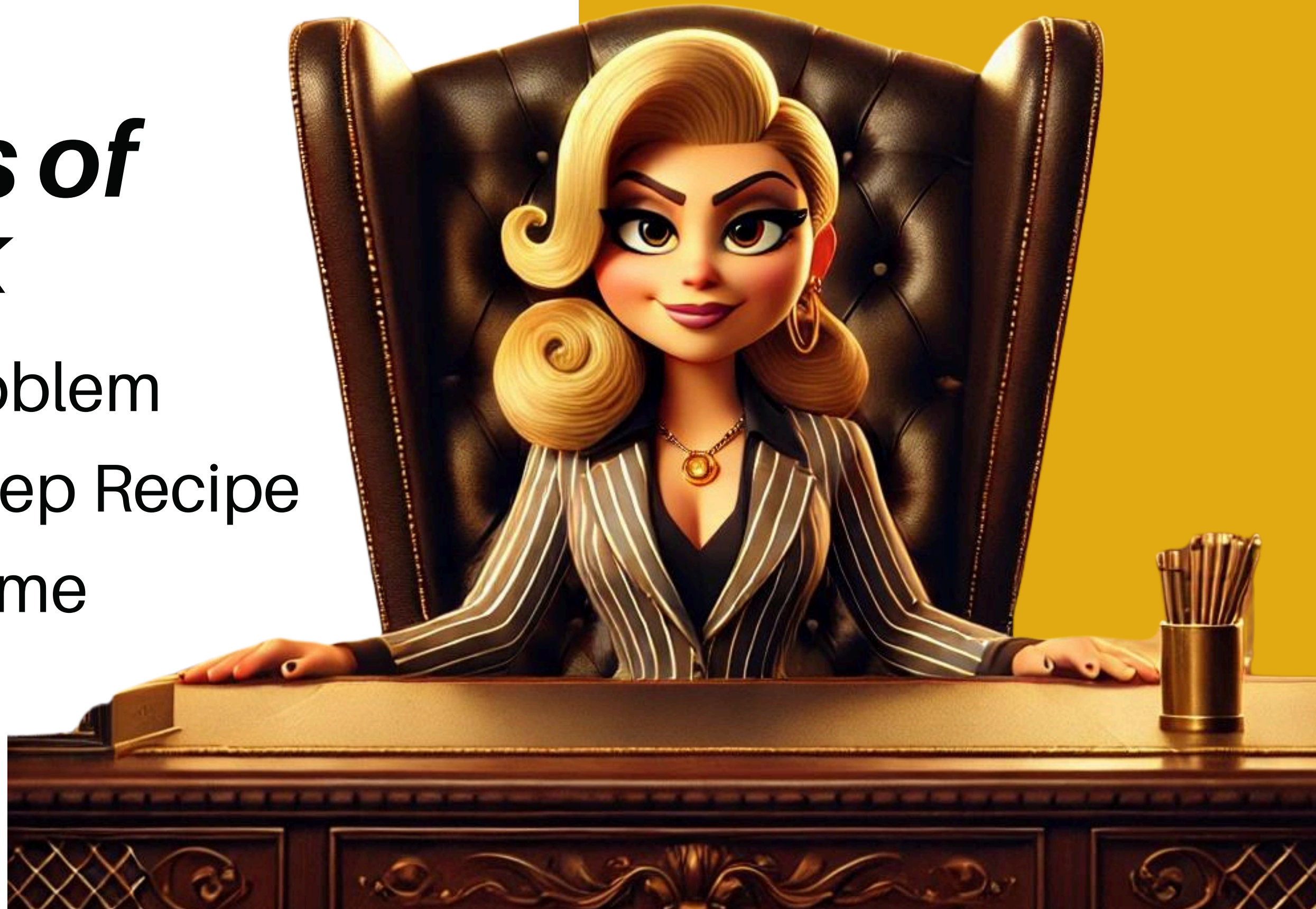
More Money

A Signature Framework
simplifies your marketing,
attracts your ideal clients,
and positions you as the go-
to expert.



Components of a Framework

- Solve a Specific Problem
- Create a Step-By-Step Recipe
- Give It a Unique Name



Create An Offer They Can't Refuse

Think about how you discovered this recipe, what you went through, what you tried, and how you know this is the right framework for the person who's going through the same "pain" as you did.



Closing The Deal

How Will You Offer This?

- Course
- Coaching
- Services
- Group





Your Turn

- What problem do you solve?
- What are the correct steps to overcome this problem?
- What did you go through to find this solution?



Let's Prompt

"Hey ChatGPT, I'm working on creating my Signature Framework. Can you help me with the following?"

- I serve [target audience] and help them solve [specific problem].
- This is the recipe I discovered that is unique from everyone else. [Recipe]
- I want my Signature Framework to provide [unique solution or value].
- Help me identify a solid pricing structure for this offer and strategy, I want them to feel [emotion/tone].
- Help me craft messaging that makes it clear how my offer stands out in [specific market or niche].
- Recommend [course, coaching, service, product] for this framework, according to what [target audience] wants"



**LEAVE NO
QUESTIONS
UNANSWERED**



RECAP

- **The Role of a Signature Framework**
- **What's In It For You**
- **The Components of a Framework**
- **Design Your Signature Offer**
- **Marketing and Selling**

QUESTION



Answer



Rock The AI Marketing Revolution

'Til Next Time,

Lisa



***Create
Innovate
Smile***

Want More Prompts?

