

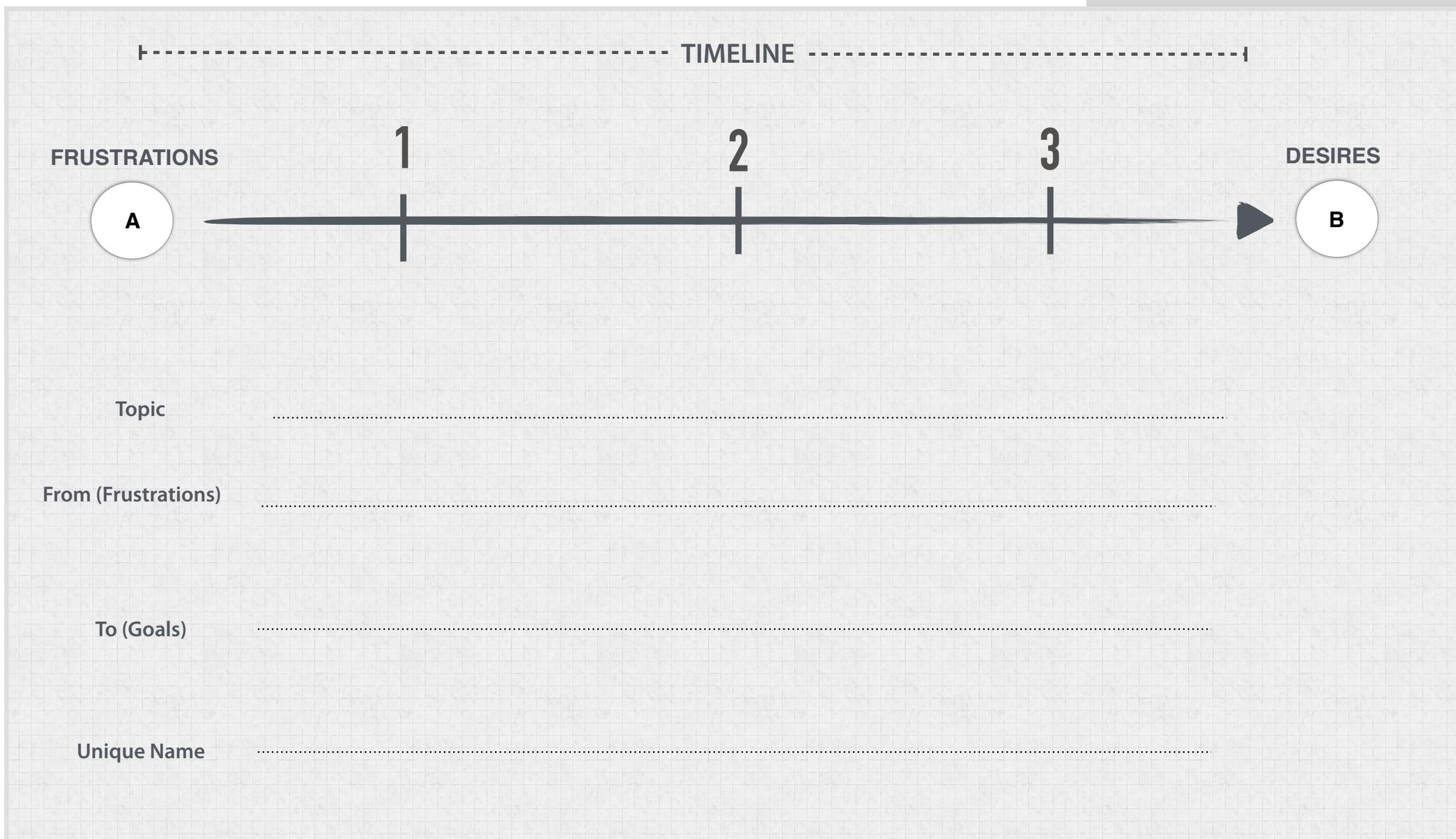
# SIGNATURE SOLUTION MILESTONES

Copyright 2014 © The Fletcher Method



It's time to define your unique "Signature Solution". This will provide significant competitive advantages and market distinction, as your clients will take *great comfort* in your unique ability to communicate and deliver the result they're looking for. This is the opposite of commoditization, making you a "market of one!"

## SIGNATURE SOLUTION



# YOUR SIGNATURE SOLUTION

Copyright 2016 © The Fletcher Method

It's time to define your unique "Signature Solution". This will provide significant competitive advantages and market distinction, as your clients will take *great comfort* in your unique ability to communicate and deliver the result they're looking for. This is the opposite of commoditization, making you a "market of one!"



## SIGNATURE SOLUTION

Your Signature Solution is Called:

TOPIC

B DESIRES

7

8

9

TRANSFORMATION  
("from x to y")

TOPIC

6

5

4

TRANSFORMATION  
("from x to y")

TOPIC

1

2

3

TRANSFORMATION  
("from x to y")

FRUSTRATIONS

A

# FM SIGNATURE SOLUTION

Copyright 2016 © The Fletcher Method



It's time to define your unique "Signature Solution". This will provide significant competitive advantages and market distinction, as your clients will take great comfort in your unique ability to communicate and deliver the result they're looking for. This is the opposite of commoditization, making you a "market of one!"

## SIGNATURE SOLUTION

Your Signature System is Called: **The Fletcher Method**

TOPIC ➔

**Floodgates**

Facebook Ads

Content Marketing

SEO

**DESIRSES**

7

Traffic on demand

8

Publishing Powerhouse

9

Ranking Rulebook

slot machine / ATM

invisible / unmissable

complex / simple

TRANSFORMATION  
("from x to y")

TOPIC ➔

**Funnel**

Website

Sales Funnel

Lead Magnet

6

Authority Engine

5

Swim Lanes Funnel

Ultimate Lead Magnet

brochure / engine

leaky bucket / airtight

trickle / flood

TRANSFORMATION  
("from x to y")

TOPIC ➔

**Foundation**

1

Customer and Market

Unique Process

Monetization

Market Recon

2

Signature Solution

3

Offer Ladder

anonymous / intimate

commonplace unique

low pay to leveraged

TRANSFORMATION  
("from x to y")

FRUSTRATIONS

A

# The FLETCHER METHOD™

