

SIGNATURE SOLUTION MILESTONES

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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

FRUSTRATIONS

A

1

2

3

DESIRES

B

TIMELINE

Topic

From (Frustrations)

To (Goals)

Unique Name

YOUR SIGNATURE SOLUTION

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SIGNATURE SOLUTION

Your Signature Solution is Called:

TOPIC

B

DESIRES

7

8

9

TRANSFORMATION

("from x to y")

TOPIC

6

5

TRANSFORMATION

("from x to y")

TOPIC

1

2

2

TRANSFORMATION

("from x to y")

FRUSTRATIONS

A



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SIGNATURE SOLUTION

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



The FLETCHER METHOD™

