

Your Signature

The one thing your business is built around. Not your full list of services – the core repeatable thing you deliver. Four components. One clear picture.

WHAT IS A SIGNATURE?

Most service businesses deliver too many things to too many people. That makes marketing unfocused, pricing inconsistent, and delivery variable. **Your Signature** is the single, specific, repeatable thing your business delivers – the unit everything else is built around.

When you know your Signature clearly, three things become simple: who to target, what to charge, and whether the business model is actually working.

<p>REPEATABLE</p> <p>Delivered again and again to similar clients with similar outcomes.</p>	<p>OWNED</p> <p>A named person is responsible for delivering it consistently.</p>	<p>PREDICTIVE</p> <p>Signatures delivered this month predict your revenue next month.</p>
---	--	--

C The Client

Who is this Signature for?

The specific type of client your Signature serves best. Not a broad market – the person where you do your best work, charge a fair price, and both sides feel good. The wrong client doesn't just drain your energy. They break the whole Signature.

EXAMPLE - SARAH'S ACCOUNTANCY PRACTICE

Owner-managed business, £150k–£500k turnover, no bookkeeper. Wants someone to take it all away.

YOUR CLIENT

C The Commitment

What do they get, every time?

Not a list of tasks – the outcome they're paying for. The thing that changes for them every month because of you. It must be consistent and deliverable without heroics. Something you'd be proud to put your name on.

EXAMPLE - SARAH'S ACCOUNTANCY PRACTICE

Monthly accounts, VAT, payroll, and one 30-minute advisory call. Everything sorted.

YOUR COMMITMENT

C The Cost

What does it actually take to deliver this?

The real resource – your time, your team's time, your systems. Most owners have never looked at this honestly. They price the Signature without knowing what it truly costs to deliver. This is where profit is made or lost. Be honest. Include the emails, the calls, the admin.

EXAMPLE - SARAH'S ACCOUNTANCY PRACTICE

3 hours per client per month – 1hr bookkeeping review, 1hr accounts prep, 0.5hr advisory call, 0.5hr admin and queries.

YOUR COST TO DELIVER (HOURS PER CLIENT PER MONTH)

P The Price

What does a client pay?

Not an hourly rate. The price of the Signature as a whole – fixed, predictable, recurring where possible. When you know your price and your true cost to deliver, the profit equation becomes simple maths.

EXAMPLE - SARAH'S ACCOUNTANCY PRACTICE

£500 per month, all in. Reviewed annually.

YOUR PRICE PER SIGNATURE

THE HONESTY CHECK

Before you move on, ask yourself: "Is this what I am actually delivering right now – or what I would like to be delivering?"

The Working Version must reflect reality. We design the ideal version later – but only once we have an honest picture of where we are.

THE FORMULA – ONCE THE FOUR COMPONENTS ARE CLEAR

$$\begin{array}{ccccccc}
 \text{The Client} & & \text{The Commitment} & & \text{The Cost} & & \text{The Price} & & \\
 \text{Right fit} & + & \text{Clear promise} & + & \text{Known resource} & + & \text{Fixed, recurring} & = & \\
 \end{array}$$

YOUR SIGNATURE

The unit everything flows from

Price x Signatures
= Your Revenue

Cost x Signatures
= Your Cost base

Revenue - Cost Base
= your Profit

Sarah: £500/month price. 3hrs cost to deliver at £40/hr = £120. Profit per Signature: £380. With 35 clients: £13,300/month. Long Game target: 50 clients = £19,000/month. One number. Everything flows from it.