

CREATE YOUR CRAVE!

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The Pre-work:

Part One :

Your Truest Intentions

Your Editable Workbook



Pre-work Part *One*

Your Ideal Service Delivery Model (ISDM):

Your ISDM defines the type of LIFE you want to live while building and working your business. It will drive the way you design your business, it will help you get crystal-clear on the type of time commitment you're willing to make to DELIVER your work over the long-run, and it will help you visualize your exit strategy. The goal is to design a business that supports the life you want to love and being able to exit gracefully exactly when you want. Approach this activity with an open and honest soul and answer each question at the soul-level. NOT with your heart or mind. The soul knows what the mind won't admit and the heart is swayed to do! THE BUSINESS YOU BUILD WILL BE YOUR LIFE! What you wake up to do every day.

The questions below are designed to help you get 100% clear on your truest intentions. **There's no right or wrong answer.** If you are honest with yourself at a soul-level, those answers will serve as your North Star as you build.

If you hit that magic dollar amount that would allow you and your family to retire for life and spend the rest of your days living on your terms with absolute freedom, would you still choose to build this business? Why or why not?

How much time do you want to spend working your business? (#hrs/day? #days/week? #wks/month? #months per year). (Elaborate. below)

How much personal contact (Phone, Live Webinars, Live Trainings, Skype Calls, Retreats, etc.) do you want to have with your customers?

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How big do you want to grow your business? (Choose the best option below and elaborate on that choice in the form field.)

- I want to grow it into a mega-million/billion dollar machine with a full office staff, an entire corporate structure, human resources, benefits, marketing, and employees coming into an office every day.
- I want something I can manage personally with the help of just a few key employees and some virtual work-for-hire specialists.
- I want a mostly 1:1 practice with some paid webinars and speaking gigs to fill the gaps.

When do you want to stop? (Choose the best option below and elaborate on that choice in the form field.)

- When my soul tells me to.
- When I reach my dream dollar figure that will allow me to have complete financial freedom.
- When I reach a certain age.
- When I earn enough to be able to work only half the year until I retire.

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Pre-work Part *One*

What are some other life-loving considerations you want to build into your business? (For example, At least 2 off-the-grid vacations per year, no weekend work, etc.)

Congrats on completing
Part One of the Pre-work!



You're ready for *Part Two*!