

**CREATE YOUR CRAVE!**

*Celeste*  
STACEY

Queen of 'Craveworthy' Consulting

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# Module 1: Building Your Committed Community:

***FOMO***

**Your Editable Workbook**



# Module 1: *FOMO*

## Incentives:

Incentives are designed to irresistibly entice your prospective customer to Act! What makes an incentive irresistible? It addressing a strong objection that would prevent him/her from buying your product or program in the first place. **Cool tip:** If you can take something you already have, for example, if you created a few blog posts in the past that you can organize and compile into a quick guide, or you did an interview (guest or interviewer) and that interview contains helpful information that addresses an objection, or you have some tips/tricks/shortcuts you take that can help, use them! Using what you learned in Module 1 as a guide, craft your **Incentive** here:

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Excuse Breaker



# Module 1: **FOMO**

## Closing Doors that **LOCK**:

Closing Doors that LOCK are designed to create a sense of urgency that makes your ideal customer act **IMMEDIATELY!** When we offer our packaged services to our clients and we entice them with strong incentives, we want to create *tension* within them (not pressure) to make a decision right away. We do this by limiting TIME or QUANTITY. Using what you learned in Module 1 as a guide, create your **Closing Door that LOCKS** here:

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# Module 1: *FOMO*

## Social Proof:

Social Proof helps people on the fence that need more, decide to invest in the emotional experience (aka transformation) your club (you) provides. Testimonials or case studies that provide examples of the transformation others have experienced by working with you are powerful, even if it is **your** story. If you are just starting out, others' success stories in your industry are also powerful. As long as they are used to show examples of how the concepts you use work. Craft your **social proof** here:

Congrats on completing  
your **FOMO** work!



*Be sure to submit your proof  
and infuse this into your  
business **TODAY!***

*(Remember: It only takes **1** person to create FOMO!)*