

CREATE YOUR CRAVE!

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Module 1: Building Your Committed Community:

IDENTITY

Your Editable Workbook



Module 1: *Identity*

Identity enables your customers to immediately recognize themselves and each other, as members of your club.

Name:

A NAME provides a way for your club to identify themselves. There's a level of pride and camaraderie that comes with knowing you share someone's name. Using what you learned in Module 1 as a guide, **Name** your club and its members:

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Module 1: *Identity*

Common Language:

A Common Language consists of terms, acronyms, sayings, and even actions that differentiate your club from any other club out there! They give your tribe a way to talk to each other in a specific way that no one outside that club could truly know. Using what you learned in Module 1 as a guide, create some terms, acronyms, sayings (your **Language**) that will be unique to your club:

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Module 1: *Identity*

Gathering Place:

A Gathering Place is a place, either on-line or off, to gather and share Common Emotional Experiences! If you have a physical location, great! If not, start online. Where will your club **gather**?

Congrats on completing
your *Identity* work!



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

(Remember: Identity gives your club members a home!)