

CREATE YOUR CRAVE!

Celeste
STACEY

Queen of 'Craveworthy' Consulting

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Module 1:
Building Your Committed
Community:
Reflection

Your Editable Workbook



Module 1: *Reflection*

Mirroring:

Mirroring allows your clients to see themselves as they are right now, using the words they use to describe their burning house. In the Pre-work, you worked on articulating in one sentence the transformation you bring to your ideal clients. Whether or not you feel you've nailed it, it's now time to start using the language your ideal client will hear and understand so they can see themselves. Write as though you are speaking directly to the people you want to reach. For example, if I am your ideal client and you are speaking to me, you would say "you" not "my ideal client". Using the mirroring example in Module 1 as a guideline, craft your **Mirror** here:

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Illumination:

Illumination shows your potential and existing clients who they can become. It enables them to shine in the light of their own possibility! YOU are that mirror and that light! Remember: YOU ARE IN THE TRANSFORMATION BUSINESS! In OUTCOME centered language, Using what you learned in Module 1 as a guideline, **illuminate** your ideal client below. Speak directly to them:

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Embracing:

Embracing is exactly what it suggests: Giving your ideal client a warm, reassuring hug that lets them know they are making the right decision by considering your club. They may have doubts and anxiety, so you'll want to call out and address their strongest doubts and let them know they can find relief with you. Using the example in Module 1 as a guideline, **Embrace** your client here:

Congrats on completing
your *Reflection* work!



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

*(Remember: Don't get distracted by superficial social media stats. It only takes **2** people to create a committed community!)*