

**CREATE YOUR CRAVE!**

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STACEY

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# Module 2: Relatability:

**Your Editable Workbook**



# Module 2: *Relatability*

**Setting** means presenting a relatable scenario or story, that sparks familiarity and gets people to share a Common Emotional Experience. A good Setting, always lead with one of these two phrases: "**Remember when...**" "**Have you ever...**" Followed by the subject matter of your common scenario and **ONE** sentence that describes how most people feel in the beginning. That's IT. Using what you learned in Module 2 as a guide, craft one or two **Settings** for your ideal customer to get them to identify with something familiar:

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**Camps** are groups that your clients voluntarily join based on the behavior to which they most relate. YOU present those Camps to guide the Setting. The goal of Camps is to get your client to take a stand on how they respond to a given scenario. Remember, they've already placed themselves in your Setting, and now, they're thinking about how they felt when it was all over. Using what you learned in Module 2 as a guide, construct your camps:

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**Capability** highlights the strengths of each camp, and taps into the intrinsic competence of each person. No matter what camp your client chooses, you want to let them know their choice demonstrates their unique strength. Whatever camp they choose, they are exactly right! Using what you learned in Module 2 as a guide, below, add capability to your setting and camps:

**Relatability** can be used at any point during your club member's journey with you, AND, it can also be used during the **FOMO** phase of **Community** when you share your **Social Proof**. Using it in this way anchors your prospect to that success story, guides it and co-authors the outcome. Using what you learned in Module 2 as a guide, below, add **Relatability** to your **Social Proof** in **FOMO**:

Congrats on completing  
your *Relatability* work!



*Be sure to infuse this into  
your business **TODAY!***

*(Remember: Relatability builds a bridge between the familiar  
and the unknown. )*