

CREATE YOUR CRAVE!

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Queen of 'Craveworthy' Consulting

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Module 3: Activation:

Your Editable Workbook



Module 3: *Activation*

Activation is all about getting your clients and potential clients into accountable action! This is the biggest part of creating CRAVE in your business! No transformation can take place without it!

Movement is all about getting your client physically and verbally active! The more, the better! Using what you learned in Module 2 as a guide, determine how you will get your ideal client into Physical and Verbal Movement:

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A Mission is a call to action. It is the activation point that moves your ideal client directly into their transformation. Using what you learned in Module 3 as a guide, in the editable field below, **FULLY** craft your **clear, specific Mission** for your ideal client:

- What's the Mission?
- How will you articulate your curiosity?
- How will you celebrate those who fulfill the mission?
- How will you guide and embrace those who have not?
- What is your **IMMEDIATE** next step to get your new club member into action right away?

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Module 3: *Activation*

Packaging and Pricing your expertise enables you to leverage your time and effort, and creates different levels of access to you.

- How will you package your expertise?
- What levels of access will you create?
- What investment will your ideal client need to make for each level of access?

Maximization provides an opportunity for your ideal client to “up the ante”, or ‘deepen their commitment’, with an elevated action. Maximization challenges them to go one step further! Using what you learned in Module 3 as a guide, describe how you will Maximize your new club member to go one step further:

- What's the Challenge?
- What are your higher-level illuminations?
- What's the typical investment to work with you at this level of access?
- What quick, time-based incentive will give them a softer landing when they leap?

Congrats on completing
your **Activation** work!



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

*Remember: No transformation can take place
without Activation!*