

**CREATE YOUR CRAVE!**

*Celeste*  
**STACEY**

Queen of 'Craveworthy' Consulting

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# The Pre-work:

*Part Two :*

Your Signature  
Transformation System™

**Your Editable Workbook**



# Pre-work Part *Two*

## Your Signature Transformation System™

No matter what business you have, there are some specific steps you take to deliver your unique value to your customers and get them results. You may not even realize that you follow specific steps because they may just be second nature. Or, if you are brand new and just getting your business off the ground, you may not have identified those steps just yet. Here is where you're going to do just that! Why is it so important to identify your steps? Because those steps will become what I call your Signature Transformation System™ or "STS". You no longer provide information alone. You no longer sell just a product or provide just a service. From this moment forth, you create **TRANSFORMATION** in your clients. Memorize this simple formula:

### **TRANSFORMATION = MONETIZATION**

Think about your process in detail. It has nothing to do with your degree, professional credentials or even your personality. Your process is a system of steps that you go through over and over to lead people to the results they want. The **emotional experience** they are seeking. Try to condense that process to a **maximum of 5 - 7 steps**.

Then, turn those steps into something catchy that people will remember! You can use words that all start with the same letter (**The 5 B's to Baking Better Bread**), or create a memorable acronym! For example, let's say a wardrobe stylist wants to create a program that teaches people how to create their own signature look with every outfit, using the steps she takes to create signature looks for her clients. She calls that process: The **S.T.Y.L.E Blueprint**:

**S**taple (a foundational piece that can be worn with anything)

**T**ransitional (a piece that can go from business to pleasure)

**Y**OLO (an outrageous accent that makes a statement!)

**L**ovely (a piece that screams romance)

**E**xotic (an accent that is super-unique, handcrafted and/or hard-to-find)

Let's take it a step further. What if you do not consult or provide a training or coaching experience? What if you offer a product or different type of service? Guess what? You will still need to identify the steps you take to provide the **emotional experience** and **transformation** your ideal client seeks. Let's take Josie, an Event Planner, for example. She takes care of all the planning, coordination, look and feel of the event, including entertainment and food, based on the specific emotional experience her client wants to feel. To do this, she follows certain steps to ensure that she provides the signature service for which she wants to be known. She will teach this structure to her helpers, employees and anyone representing her and her business so the outcome (transformation) will be consistent. The outcome may be that her ideal clients get to enjoy a stress free event that is uniquely them, and that blows their guests minds. Her steps may be:

## **DELIGHT!**

**D**elve into the client's unique needs.

**E**mbody their outlook (become the client).

**L**ine up the options.

**I**dentify the best experience for their needs.

**G**ive them the WOW factor.

**H**ave their backs (be there for their every little need at the event).

**T**otally blow their minds and keep their guests talking (be unforgettable).

Hopefully you get the idea. If you still need help working through it, let's talk about it on the next coaching call! In the meantime, work through the questions below as best as you can, keeping in mind that it's about the specific things you do to make sure you are providing the emotional experience and outcome (transformation) that you want your ideal client to have. This can not only be used to communicate your system to your clients in a memorable way, but to teach to your team to duplicate your efforts and create a consistent transformation for your client.

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# Pre-work Part *Two*

**What steps do I /will I take to get results for my customers?**

**Can I condense these into 5 to 7 steps and give it a catchy name? What is it?**

**Do I want to call this a 'System', 'Blueprint', 'Formula', 'Bootcamp', 'Plan', 'Mastermind', ...?**

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# Pre-work Part *Two*

## Articulating Your Value

Now that you've come up with a signature system, you want to connect it to the people who need that system the most. These are your ideal customers. They use specific words to describe the problems they are facing that your system can solve. These are not just problems, they are BURNING problems! Picture your client standing outside their burning house waiting for you to douse that fire with your solution. So, whose burning house are you trying to douse? To start you off, answer these three questions:

- 1) **Who is your ideal client?** (Tell me about this person and what's going on in their life right now. Paint me a vivid picture so I can see them in my mind).
  
- 2) **What words does your ideal client (even if that person is you) use to express the burning problem they're having?** Use as many descriptive words as possible to describe the pain. For example, let's say a parent is at the end of his rope because his teenager has become unmanageable and won't listen. I imagine the things they would say are: "I just can't get through to him!" ... "I feel like I'm losing control!" ... "I just want my son back!" ... "I'm up all night worrying" ... etc. REALLY ENVISION THAT PAIN. That's a fire! Your turn:

Now, taking into consideration your ideal client's pain and the words they use to describe it, in ONE SENTENCE declare how you can put out that fire by filling in the blanks of the following sentence: "**I help (your ideal client) to (what pain do they need relieved?) so they can (how will they be transformed)?**"

Example: "**I help worried parents of unmanageable teens regain control and get through to them so they can get their kid back.**"

Now it's your turn:

**In what ways are you uniquely qualified to ease their pain?** Channel Muhammed Ali here! Remember how he loudly and proudly declared how and why he was the greatest of all time? THAT'S what you're going for here. Modestly is NOT ALLOWED! Also, think about other experts in your field and what annoys you about what they DON'T do that you can offer. Note: This is for YOU! This is not for your client. Your client really doesn't care about all your degrees, credentials and work experience. They care about the RESULTS you can give them. Of course you will want to position yourself to let them know you do get results, but that's all. Now, create an exhaustive list of why you are the GREATEST OF ALL TIME!!!!

# Congrats on Completing the Pre-work!



*See you in the Bootcamp!*