



CREATE YOUR *CRAVE!* BOOTCAMP

Quick Reference Glossary of Terms

Reflection enables your client to see themselves in your club.

Mirroring allows your clients to see themselves as they are right now, using the words they use to describe their burning house.

Illumination shows your potential and existing clients who they can become. It enables them to shine in the light of their own possibility.

Embracing is Giving your ideal client a warm, reassuring hug that lets them know they are making the right decision. Call out and address their strongest doubts and let them know they can find relief with you.

Incentives are designed to irresistibly entice your prospective customer to Act! It addresses strong objections that would prevent him/her from buying your product or program in the first place.

Closing Doors that LOCK are designed to create a sense of urgency that makes your ideal customer act *IMMEDIATELY* by limiting TIME or QUANTITY.

Social Proof helps people on the fence that need more. Testimonials, case studies, **your** story, others' success stories in your industry.

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

- **Name** provides a way for your club to identify themselves.
- **Common Language** consists of terms, acronyms, sayings, and even actions that differentiate your club from any other club out there.
- **Gathering Place** is a place, either on-line or off, to gather and share Common Emotional Experiences.

Relatability builds a bridge between the **familiar** and the **unknown**.

- **Relatable Scenarios** allow your ideal customers to put *themselves* in the story.
- **Leading Questions** allow you to *guide* the story and *coauthor* the outcome.

Setting: a relatable scenario or story, that sparks familiarity and gets people to share a Common Emotional Experience.

Camps are groups that your clients voluntarily join based on the behavior to which they most relate.

Capability highlights the strengths of each camp, and taps into the intrinsic competence of each person.

Activation is all about getting your clients and potential clients into accountable action!

- **Movement** is all about getting your client physically and verbally active! The more, the better!
- A **Mission** is a call to action. It is the activation point that moves your ideal client directly into their transformation.

- **Maximization** provides an opportunity for your ideal client to “up the ante”, or ‘deepen their commitment’, with an elevated action.

Emotion the glue that bonds us to our deepest desires and our highest potential.

- Fear
- Anticipation
- Excitement
- Humor
- LOVE