**THEIR Pain / Needs:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**YOUR Outcomes / Benefits:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**YOUR How:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1st Pain Point / Need:**

You said you needed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, so here’s what we’ll do: We will help you \_\_\_\_\_\_\_\_\_\_\_\_BENEFIT USING THEIR WORDS\_\_\_\_\_\_\_\_\_\_\_\_\_.

To do that, we’ll begin by (1) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and (3) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and you will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ BIG BENEFIT USING THEIR WORDS.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**2nd Pain Point / Need:**

You said you needed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, so here’s what we’ll do: We will help you \_\_\_\_\_\_\_\_\_\_\_\_BENEFIT USING THEIR WORDS\_\_\_\_\_\_\_\_\_\_\_\_\_.

To do that, we’ll begin by (1) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and (3) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and you will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ BIG BENEFIT USING THEIR WORDS.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**3rd Pain Point / Need:**

You said you needed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, so here’s what we’ll do: We will help you \_\_\_\_\_\_\_\_\_\_\_\_BENEFIT USING THEIR WORDS\_\_\_\_\_\_\_\_\_\_\_\_\_.

To do that, we’ll begin by (1) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and (3) HOW\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and you will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ BIG BENEFIT USING THEIR WORDS.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Example Illustration**

**THEIR Pain / Needs:**

* Need to sleep, have insomnia, waking up too early / 3am, not being able fall asleep, not restful sleep –
* Need to get off meds / not need meds for their chronic pain
* Need to do what they want to do, play grand kids, dance with partner, etc.

**YOUR Outcomes / Benefits:**

* Have enough energy to take care of what you need to do, at home and at work.
* Feel more confident and secure in who you are and what you can do.
* Wake up more rested and feel energetic for your day.
* Fall asleep faster and sleep through the night.
* Go through your day without worrying you’ll hurt yourself.
* Do what you LOVE to do, play with your grandkids, work in the garden, take that hike
* Finally know that you are taking care of yourself and meeting all your needs.

\*\*\* CAVEAT: These are your guides, you MUST tailor the benefits to precisely what they said they needed in your discussion / consult with them.

**YOUR How:**

* Old stories and experiences that keep us from moving forward
* Physical assessment
* Questionnaire – full analysis of stress, digestion (bowel movements),
* Movement / exercise
* Breath work
* Metabolic / primal pattern diet
* Emotional coaching – 5 life traumas
* Reiki energy, energy medicine work, chakras

Offer Example of ONE Need-Benefit-How “string”:

“You said you needed to get some sleep, so first off, we will get you sleeping better, as that’s going to jump start all of your healing fast.”

“To do that, we’ll begin by analyzing your posture, etc, and customize a primal diet for you, so you know exactly eat customized for your body, how to move and how to rest, etc.”

“All so you can fall asleep faster, sleep sounder and wake up feeling rested and ready for your day.”