

The **WHY** Before the **HOW** for Pre-Clients (v.3)

WHY / Vision / Goal / Desired Outcome

Suggested Preparation and Basic Questions:

Available Tools: Trilogy Wheel, SCC Trilogy Evaluation, HOH Health Evaluation, Client Profile Sheet, "Creating a Healthier You" brochure and Structural Tension Chart.

Posturing: Be a detective to discover the answers through natural conversation, while imagining/visualizing in your mind's eye what the person is describing. Truly being interested in the person you are talking with, by learning about their desires and struggles. As you learn more about them, you will best know how to share our program to fit what they want for their life. Not being attached to the outcome will allow you to be "free" to care about the individual and build trust, resulting in the best outcome for both!!

Note: Assist to have positive answers; not what they don't want, but what they **do** want.

Example: Pre Client: "I don't want to be overweight anymore."

HC: "So, you're saying you want to be at a healthy weight?"

HC: **What would you like to accomplish with your health goals?**

Pre-Client: "I need to lose about 60 pounds and get healthier."

HC: Knowing that it is possible with our program, **how would you feel** if you were 60 pounds lighter and feeling healthier?

Pre-Client: "I would feel more confident and have more energy."

HC: So, if you were down 60 pounds, feeling healthier, more confident, with higher energy, **what activities would you start doing**, improve on or do more of?

Pre-Client: "I would like to go out dancing with my husband, start running again, and get out more with friends."

HC: Well, that sounds fun! So if you having more confidence, energy, doing those activities, **how do you think that would affect your relationships?**

Pre-Client: "Oh, I'm sure my husband would be thrilled and we would have more fun together. My friends stopped calling me since I kept turning them down to go out, so I'm sure they would be excited to have me join them again. I miss them."

Note: The above questions will naturally lend themselves to more questions and dialogue around the answers to get better insight and develop rapport. Ask enough clarifying questions so you'll both be able to visualize in your minds' eye, the life they be living when they achieve their desired outcome. The more details, the better!!

"Paint the Picture" or "Film the Movie" – Now, bring their dream alive!

HC: "I can see it now! You're feeling more energetic and confident because you are lean and healthy! 😊 Going out with your friends, dancing with your hubby and running a 5K. You're feeling good about yourself and good about your life! Did I miss anything?" 😊

OR

HC: "So, let me see if I have a good understanding of what you want to accomplish. You feel so good that you are having new experiences and memories with your family and friends, doing [describe the life that they said they want]. Did I miss anything?"

Note: Summarize in present tense, as though they have already accomplished their goals. The more details the more it becomes real. If the mental "picture" or "movie" evokes emotion, even better! When the both sides of the brain are engaged, the more powerful their intrinsic motivation! There is something that happens in the brain when a positive mental picture (or movie) is combined with a positive feeling. A desire wells up from inside of them. This will be the intrinsic motivation that will help you both remember what they really want and WHY they want it. Keep it in your File Folders to remind them, so they can actually accomplish their goals!

Current Reality

HC: “**When is the last time you had the life you described to me?**”

Pre Client: [Either they have never had it, or they will give an approximate time]

Now you know their Vision and their Current Reality!

Note: This may be a summary of what they have already shared. You can also ask questions that would help you understand the discrepancy between what they want and where they are now. What they share will also help you fill out a Client Profile sheet.

HC: “**Would you like to know how I could come along side you to accomplish what you envisioned for yourself.”**

Available Tool: You can refer to the "Creating a Healthier You" Interview Guide to provide a BRIEF description of the three components, 5&1 Structured Eating Plan, "Dr A's Habits of Health" system (learning a healthy lifestyle) and "Me", as your Personal Health Coach, backed by a BioNetwork of Health Care Professionals.

Note: Emphasize the aspects that will address their specific concerns or challenges. Then ask if you can address any concerns, or answer any questions, that could assure them before they make the decision to move forward on their journey together!

Ask! (Optional Invitations)

HC: “**So! Are you ready to partner with me to start your journey to optimal health?”**

OR: “**Based on your desired goals, my recommendation is to get you started on the 5&1 Plan for the weight loss phase of your program, which includes your educational materials for learning the healthy lifestyle for long term success. [Pause] So! Are you ready!?”**

OR “**Okay! How about we do this together!?**” (Expect a “Yes”).

Pre Client: If they say they’re not ready for whatever reason...

HC: “So I have a better understanding of your situation, could you share with me what I could do to help you make it possible to accomplish your goals?”

If still not ready, offer one of our many tools to stay connected (see below for a partial list*).

Note: If they say yes, “Is there someone you care about who is also looking to improve their health? Maybe you could do this together!” If they say, “Not ready”, ask if they know of anyone who is looking to improve their health.

Summary

It’s all about being “interested” vs. “interesting”. In other words, discovering their “WHY” (Intrinsic Motivation) vs. convincing on enticing (extrinsic motivation).

Next Step

Get them started if they say, “Yes”, place their Client Profile Sheet in Folder 1 and follow the steps. If they say, “Not yet” place their Client Profile Sheet in the “Pre Client” folder and follow the steps.

*Whether they say yes or no, Dr A’s e-Book, “Stop.Challenge.Choose” with 12-week Health Transformation and/or the Healthy Games becomes a way to stay connected and awaken and instill healthy habits.

I hope this helps you awaken people’s desire for health! – Lisa Castro