DOCTOR INTEGRATION

FOR ROCK STAR HEALTH COACHES

SAILBOAT ANALOGY

"If one does not know to what port one is sailing, no wind is favorable."

- Lucius Seneca

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination."
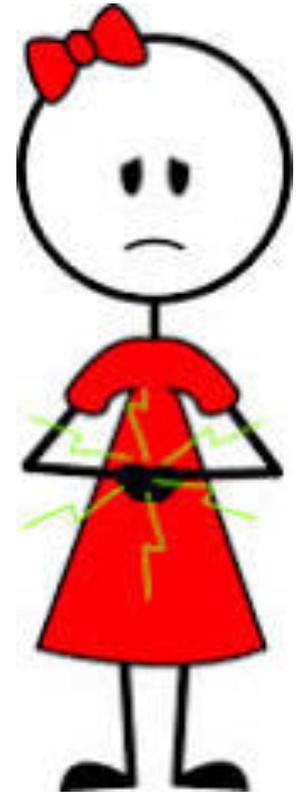
- Jimmy Dean

"Efforts and courage are not enough without purpose and direction."

- John F. Kennedy

LET'S GET DOWN AND GRITTY

- Who do you serve? Don't answer this yet.

- What are common conditions you see?

- What is your story? What is the pain in your story? What is the triumph in your story?

- If you close your eyes and see a client with the ultimate success after working with you, what is the result they have?

WHO DO YOU SERVE?

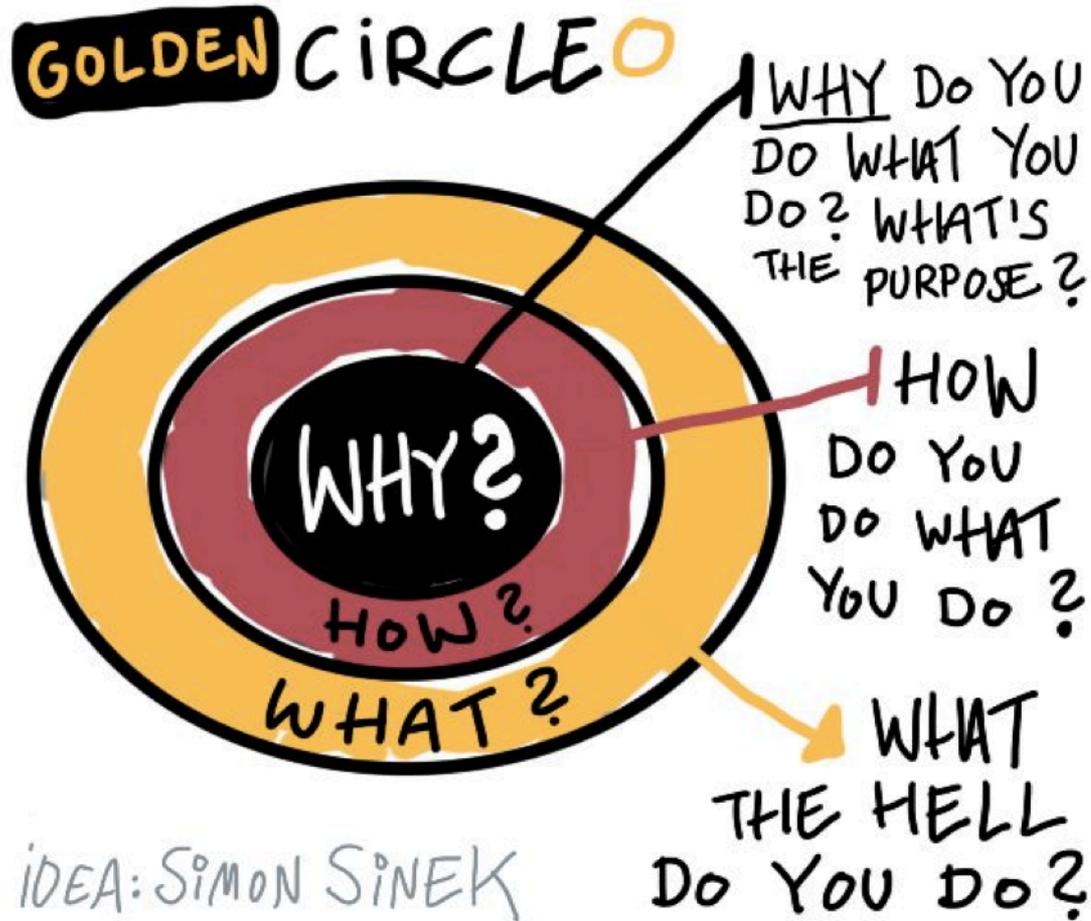Let's create an avatar of your ideal client.

WHO DO YOU SERVE?

Okay, *now* who do you serve?

WHAT'S YOUR WHY?

https://www.youtube.com/watch?v=l5TwOPGcyN0

MISSION OF NUTRAMETRIX

The mission of nutraMetrix® is to provide a system for health professionals to create an ongoing income while providing patients and clients with a better way to achieve optimal health. Through revolutionary technology, science-based nutritional interventions and the power of people, nutraMetrix® is changing the face of healthcare one health professional and one patient at a time.

WHAT IS YOUR MISSION?

I help ___[demographic]_____ get ___[result]_____, so they don't have to _[pain]_____.

I work with _____ who want _____.

I'm on a mission to _____.

I am _____. I implement…

… Do you know someone who…? OR
… Do you know who I could talk to about…?
… Can you connect me with someone who…?

TONY ROBBINS SAYS...

Activity without purpose is the drain to you life.

HOMEWORK

1. Watch the Golden Circle clip with Simon Sinek:
    - https://www.youtube.com/watch?v=I5TwOPGcyNO
2. Identify your avatar: Write out a paragraph!
3. Identify the type of doctor you'd like to work with
4. What is your mission?
5. Find an accountability partner to support you and stretch you

Q&A