

Day 6 - Share Your 'Why'

As practitioners, it might be tempting to hide behind the professional persona. But at the end of the day, we are human beings just like our clients. And that means we've had our own journey of health - even if it's different to our clients.

In my experience, a solid 95% of pracs become pracs because they have their own challenges, or they have a child/parent/loved one go through a health crisis. It might be massive and scary, or it might be relatively small but enough to affect the quality of life. *Even pracs who tell me they don't have a reason why they started?* I often find out a 'little' health challenge they faced when young such as a food allergy or asthma.

A simple way for people to feel instant trust with you is to see the human behind the biz. And we can do that by sharing why health is so important to you.

Today's action step?

Share a short story about why you do what you do. This can be super vulnerable and open, or it could be just a snippet if that feels better. You could share:

- A moment that shifted your whole view of health
- A personal experience that led to your studies
- A client journey that reminded you of your purpose

Online or offline, in a post or a private convo - the how doesn't matter, just get it out of your head and into the world.

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!



SAMANTHA GEMMELL



Let's talk about why you do what you do

Why did you really choose this path in the first place?

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What has kept you going, especially through your studies and/or practice?

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What would your past self have needed to hear?

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