



- From VAGUE to -
MEASURABLE



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



How To Turn “Vague” Transformation into Measurable Results

We know that there are people out there who...

*...are stressed out and living in chaos, and who need **balance**.*

*...beat themselves up all the time and need higher **self-esteem**.*

*...continue to create their own obstacles and need to **stop self-sabotage**.*

*...feel insecure and incapable, and need **empowerment**.*

And to be honest, helping people with these challenges is some of the best and most important work you may do. After all, these kinds of changes allow people to completely redefine their lives and their results.

However, the problem is that these types of issues don't usually “sell.” Your client doesn't care enough about “self-esteem” or “empowerment” to invest in it. It's not even clear what these things actually mean. What they do care about is the specific problems that they're facing!



So you'll be hard-pressed to succeed if you're offering the following results (and others like them):

1. self-esteem
2. confidence
3. empowerment
4. balance
5. more peace
6. uncovering your "blocks"
7. stopping self-sabotage
8. fulfillment

Instead, you'll want to ask yourself: ***"If I were following this client around for a day observing them, what would I see that was different as a result of our work together?"***

For example, let's say that you specialize in helping Executive Women create more balance in their lives.

You'd ask yourself, *"If I were following around this woman for a day, what would I see or observe that would show me she's experiencing more balance in her life?"*



Examples could be:

- She gets out of bed at 6:30 for a morning meditation.
- She takes time for a healthy breakfast (and an ample lunch hour)
- She has a manageable and well-prioritized schedule
- She delegates tasks that her “team members” are able to handle
- She sets regular dates with girlfriends
- She leaves the office consistently at 6pm
- She takes 30 minutes of “decompression” time in a hot bath when she gets home
- She’s spending consistent time with her family
- She has regular workouts with a personal trainer
- She doesn’t work at night or on weekends

You can hear that these are much more specific than the original list!

And these are the results that are going to be much more compelling to a potential client who is interested in hiring you. These are the ways her real life is going to change in a measurable way!



NOTE: It's imperative to make sure that you are marketing and promoting using the actual results that are the MOST important to your clients. So, if you brainstorm a list of all of the outcomes and results you help clients achieve, **interview a handful of them to find out WHICH ones are the most imperative** and would provoke them to take action.