

Name: _____

Date: _____

Cell: _____

5 Question Health Assessment

Ask each question one at a time. Listen fully and use the lines below for notes.

1

THE WHY

What's been going on lately that prompted you to focus on your health?

Purpose: Pull emotion and urgency

2

THE DESIRE

What's bothering you most right now... and what do you want instead?

Purpose: Create contrast between current and desired

3

THE GAP

What have you tried before... and why do you think it hasn't worked long term?

Purpose: Expose the real problem—often consistency, not the plan

4

VALUE

If you knew this would actually work for you... what would that be worth to you?

Purpose: Anchor value before price

5

THE TRUTH (REAL OBJECTION)

Be honest... If this did work... what would be the hardest part for you? (Time, money... or sticking with it?)

Purpose: Surface the real objection and confidence level

THE BRIDGE

"Perfect... and what you just said is exactly why this plan was created."

Most programs don't fail because they don't work... they fail because they don't work for people's lives.

This was built to solve that."

THE PLAN — 3 PILLARS

SCIENCE AND PRODUCTS

Solves: "I don't know what to eat."

- Personalized nutrition
- 6 meals daily—we provide the meals and menus
- Supports metabolism, visceral fat loss and energy

COACH AND COMMUNITY

Solves: "I fall off with no accountability."

- Weekly community call
- Weekly coaching sessions with me

HABITS OF HEALTH TRANSFORMATIONAL SYSTEM

Solves: "I gain it back."

- Lifestyle curriculum covering sleep, exercise, stress, nutrition, hydration, mindset and longevity

YOUR 3 COMMITMENTS

1. TRUST THE SCIENCE & PRODUCTS

Commit to following the structure—simple, not perfect. No guessing. Just execution.

2. STAY CONNECTED TO YOUR COACH & COMMUNITY

Commit to staying in touch and surrounding yourself with people on the same path. You're not doing this alone this time.

3. COMMIT TO HABITS

Commit to plugging into the Habits of Health Transformational System. This is how it becomes permanent.

COACH LINE

"Do you feel like you could commit to these?"

Optional: "Not perfectly... just consistently."

GUIDE TO A DECISION

ASK ONE OF THESE

"On a scale of 1–10... how ready are you to get started?"

"On a scale of 1–10... how important is changing your health to you right now?"

PROSPECT SAYS: 8–10

"Great! Let's do it. I'll walk you through next steps."

PROSPECT SAYS: 5–7

"What would need to happen to make it a 10?"

PROSPECT SAYS: BELOW 5

"Totally fair... what's holding you back most?"

THE CLOSE

"Your investment to get started is just \$_____ for your first complete month of fuelings, your coach, access to our private community and our Habits system."

Ready to get started?

YES — LET'S GO

NOT YET — FOLLOW UP

Medications: _____

Exercise: _____

Diagnosed Food Allergies: _____

For next steps refer to the Coach Hub → Business Blueprint → Potential Client → Step 4 Stay the Course - Follow Up