



ETHICAL SALES STATEMENTS

The statements below are designed to communicate the value, integrity, and long-term benefits of the treatment plan while respecting the unique journey of each patient. These ethical approaches aim to build trust and provide clarity.

Flexibility in Treatment Plans

"If you for some reason don't need the full plan, it is good forever. You can use it as maintenance, for a family member, or when you are able to resume."

Confidence In Outcomes

"I cannot know exactly how you will respond; but I know that if we fix the core imbalances or remove the triggers and get your epigenetics stable, the body knows what it should do from there."

"I have seen lots of cases and lots of situations really benefit; although each person has unique healing."

Predictability In Phases

"I do know that once we get through the first phase, we will know better how YOU respond and then can better predict the next phase."

Core Healing Process

"There are just a few fundamental building blocks the body needs to heal and repair and this treatment plan gives those to you."

Value of IV Therapy

"One IV is like six weeks of supplements and food."

"Direct to the blood has almost a 100% absorption rate where even the best supplements and food (on the best gut) have less than 10%."

Energy and Recovery Metaphors

"You aren't a spring chicken."

Long-Term Investment in Health

"These are not quick fixes; these are long-term benefits."

"This is a long-term investment into your health. It's like the cash in your wallet versus a 401K. Today you may have \$100 to spend on gas or food or whatever, but that will only likely get you through the week. If you want to retire, you need to pave a way to invest and have things paid off (and functional) in 25 years."

Energy and Recovery Metaphors

"Gas tank is on empty, so you aren't going to get very far without filling it up."

"Consistency and frequency matter!"

Meditation and Wellness Contrasts

"Medications have long-term side effects, not long-term benefits."

"Imagine feeling energized and unstoppable every day."

Promotional Hooks

"If all it did was: _____"

"Buy this week to get an extra coaching session."

"Buy this week, you won't want to miss this week's workshop on _____."

