



CRAIG BURTON COACHING
PERSONALIZING YOUR HEALTH TRANSFORMATION

4 Steps to Client Success (and your Business)

Craig Burton
Nutritionist CISSN

www.craigburtoncoaching.com



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**‘The quality of our questions determine
the quality of our lives’**

Anthony Robbins

THE **VITRUVIAN** METHOD 28 DAY CHALLENGE



JIGNESH

AGE **33**

WEIGHT: **77.8cm**

BODY FAT: **23.9%**



21 - 4 - 2014

WEIGHT

BODY FAT

WAIST

FAT WEIGHT

DAY 28

-7.3KG

-8.5%

-12cm

-8.9KG

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Step 1: The What? Questions to ask your client

- **S**pecific – Is it crystal clear?
- **M**easurable – Can you easily track results?
- **A**ttainable – Is it possible?
- **R**elevant – Does it align with your values?
- **T**imely – When do you want to achieve it by?

Step 2: The Why?

- **Without a compelling WHY chances of success are low**
- **7 Layers Deep exercise — Get to the Root**

Step 3: The How?

- **We are a collection of our rituals or habits**
- **Break it down into realistic chunks**

Be aware of which actions inspire or demotivate

Dieting has been synonymous with suffering

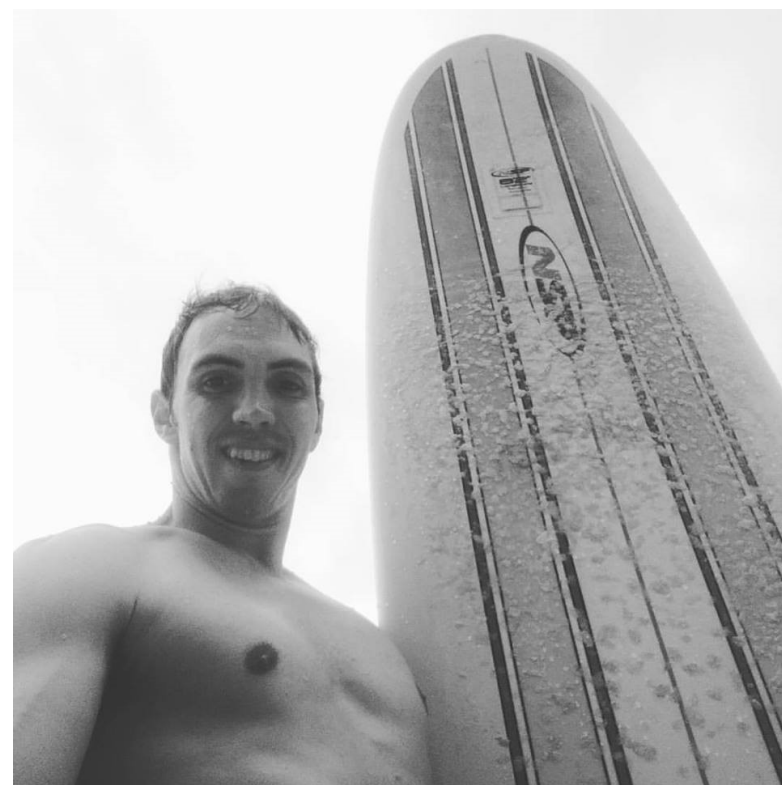
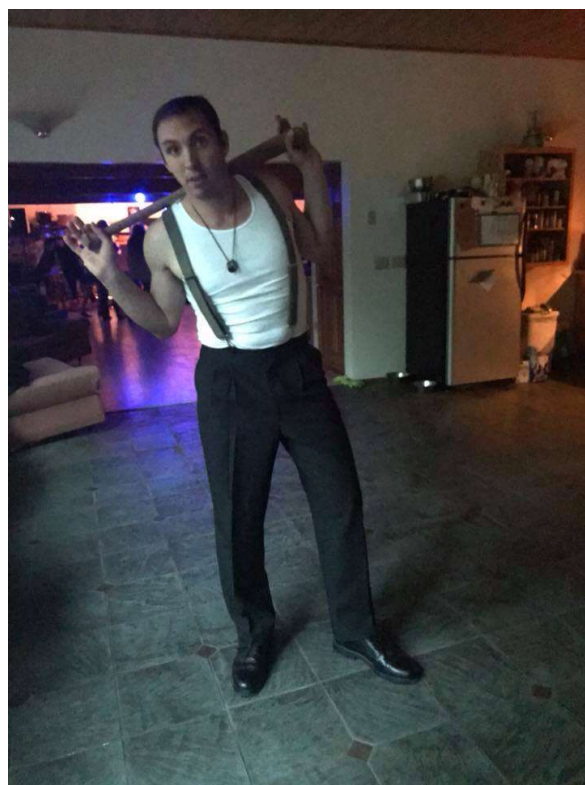
- It's been “die” with a “t,”

Blend the old with the new

- Write down your existing routine to find anchors
- Anchors act like triggers
- After.... I will then...

Step 4: The Who? Accountability

- Discuss the additional Support they need
- ✓ Network with other Health Practitioners
- ✓ Create Support Groups



Lessons from Isaac and Jiggy

- **What? Support clients to set clear goals aligned with personal values**
- **Why? Get them to be clear - the goal should deeply move them**
- **How? Assign daily Mini-Habits**
- **Who? Set up a network together to support them — develop a new business model**