

Ways To Create Awareness

① Ask Questions

④ Honoring What Is

② Reflecting Truth

⑤ Storytelling

③ Consulting, Facting

⑥ Myth & Metaphor

A question to ask yourself when creating awareness:
What is my client not seeing or fully embracing that would create a pathway to their results?

One of the Tools*: Reflecting Truth

Prior to Reflecting A Truth

Possible Client Responses

Energetics

- Readiness
- Love
- Filters
- Willing To Be Wrong
- Equal Playing Field
- Permission

*Note: Most of the time, we'll create awareness by asking really good questions

How To Reflect Truth

I. Preparation

II. Pre-Framing

III. Mirroring



Strategy #1

Slow & Steady



Strategy #2

Personal Anecdote



Strategy #3

The Question Zinger



Strategy #4

Bold & Beautiful

Just because they said it, doesn't mean they've actually taken it in.