

# STARTING THE CONVERSATION



Problem	Impact on life	Results	How that makes life better	Motivators
neck stiff and sore	hurts when I look at my phone on the commute home from work	more mobility, decreased pain on flexion	client can look at phone on commute home <b>without pain</b> .... arrives home feeling refreshed and ready ready to interact with kids and partner, more energy because it's not sapped by pain and so motivated to take dog for a walk, which increases level of fitness of client which motivates them to do more exercise which results in a healthy weight and feeling of empowerment.... the kids feel more connected and don't whine, the dog doesn't get bored and wreck the furniture	save money, save time, <b>get more comfort, get healthier, escape physical pain</b>

**Conversation starters** = Have you ever had a really stiff and sore neck? Where it hurts to look down? ...  
Do you have a long commute to work? What do you do on the way?.....

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