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| Dominant Avatar | Occupation |  |
| Age | 40 - 65+ |
| Gender | female |
| Location | English Speaking Countries |
| Education Level | NA - from none to doctors |
| Workplace | NA - People with stable incomes |
| Salary | 60k+ |
| Buying Motivation | You’ve always felt it—there’s more to healing than what you’ve been told.  You’ve always known there’s more. The answers you’ve been given don’t feel complete.  The doctors offer prescriptions. The therapists give advice. But something inside you knows there’s another way. A way that doesn’t involve endless appointments, medications, or the fear of surgery.  You’re not here by accident. You’ve been searching for a more profound truth, a real solution, a path that works.  You’ve tried, you’ve trusted, and yet, you’re still looking. Not because you’ve failed but because you refuse to accept that this is all there is.  What if your body already holds the answers? What if your mind has the power to reshape your reality? What if you were never broken—only misled?  This is your chance to step beyond the limitations you’ve been given. To learn, to heal, to take control. |
| Buying Concerns | It’s hard to trust the industry if you’ve done what the experts say, but the problem hasn’t disappeared. Each time you try something new, hope rises—only to fade when nothing changes.  You’re tired of searching. Tired of waiting for a breakthrough. Tired of feeling like you’re one step away from something you can’t quite reach. No one wants to feel like a hamster on a wheel.  You want something real. No one wants another theory or idea that sounds good but doesn’t work. We’re all looking for something that finally makes sense.  You wonder if this will be any different? Staying sceptical is understandable because no one wants to be let down again.  We’ve all been let down before. You’ve tried, you’ve trusted, and you’ve walked away disappointed.  You’ve seen others change, but a quiet doubt lingers. What if it works for them but not for you?  You tell yourself you’ll figure it out on your own. You keep searching and keep learning, but something feels like it’s missing.  Deep down, you know—if things were going to change, you must take action. But taking action can be scary, especially when paying for digital courses and workshops. |
| Problems they currently Face | You have dreams—big ones. But no matter how hard you try, your dreams always feel out of reach, and you don’t know why.  You’ve looked for answers. Read the books. Listened to the experts. But every expert says something different, and knowing what to trust feels impossible.  You worry about your health and don’t want to hear bad news. The thought of medication, procedures, or surgery lingers in the back of your mind, and it’s not the future you want for yourself.  You struggle to deal with relationships that drain you. You tell yourself things will improve, but you know deep down they won’t.  Your thoughts feel like a maze you can’t escape. You try to silence the internal chatter, but you keep getting triggered, making meditation feel like a waste of time.  The voices of your past still shape the way you see yourself today. You carry old words from someone else, expectations that don’t make sense, and emotional wounds that seem to linger forever. You’ve tried letting them go, but nothing seems to work.  You hold yourself back to keep the peace. Growth feels risky. It’s scary to think you might lose friends or family by becoming the best version of yourself.  You don’t want to stay stuck. You just don’t know what to do next. |
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| Desire | What does your customer want? | You’ve been searching for answers for a long time. You don’t want another temporary fix or a waste of time—you want something that works.  Everyone concerned about their health wants to wake up feeling refreshed and full of energy—not just for a moment, but in a lasting way.  It’s normal to want to live fully. To feel strong, clear, and in control. To know you’re on the right path, creating a life that feels abundant, exciting, and 100% yours.  We all want to feel safe in our relationships, knowing they bring peace and certainty.  It’s understandable to want a partner who understands your journey—someone who grows with you.  You want to be loved for exactly who you are. To be seen, acknowledged, and valued—without having to prove yourself.  You want to meet more people who fit effortlessly into your life—the kind of connections that feel supportive and warm.  You want the best of everything—not out of greed but because you know you’re meant for more.  And deep down, you know it’s possible. You just need the way forward. |
| Who or what is stopping your customer from getting it? | It’s understandable to feel exhausted from years of searching for answers and wanting something so badly, only to feel stuck in the same place. It’s right to be sceptical at first.  You know there has to be another way, but no one ever told you what the other way is. Instead, you were given the same advice as everyone else—follow the system and do what’s expected, even though it doesn’t work for you.  You’ve learned to doubt everyone. You’ve tried, you’ve invested, and you’ve trusted—only to be let down. It makes sense that you hesitate, feeling the same level of doubt as everyone in your position. We all feel that way. It’s normal.  It’s a valid question to ask yourself if this workshop will be any different. Hope rises, but you push it down. Although no one wants to feel stuck, staying sceptical is safer than being disappointed again.  Trying to figure this out independently is good because it can be very empowering when you work it out. However, most people trying to figure it out independently spend countless hours searching for the answer without solving the problem.  A quiet voice tells you that maybe you’re not capable. Maybe this is just how life is. It feels like other people get the breakthrough, but not you. |
| What will it look like after your customer gets what they want? | At first, it’s quiet. A thought lands differently—a feeling shifts. You catch yourself reacting in a way that surprises you—lighter, calmer, more in control. Then, it happens again. This is when you know the workshop worked.  You notice something small. A thought that doesn’t spiral. A moment of calm where there used to be chaos.  You feel lighter in your body and how you carry yourself through the day. The heaviness that once felt permanent begins to lift.  You stop reacting the way you used to. The same triggers come, but they don’t control you. The same doubts surface, but they don’t define you.  You wake up with energy. Not forced, not fleeting—real, steady energy that lasts. Your body feels like it’s working with you, not against you.  The people around you feel different. The conversations that used to drain you don’t pull you in. The relationships that matter feel deeper.  You trust yourself more. Decisions feel more apparent and less confrontational. You stop seeking permission. You stop overexplaining. You say yes when you mean yes. You say no without guilt.  You don’t need to prove yourself anymore. You don’t need to convince anyone of who you are. You simply *are*.  One day, something happens. A situation that would have overwhelmed you in the past. But this time, you handle it differently. Without overthinking. Without fear. Without hesitation. |
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| Problem | What is making your customer frustrated? | Most people hesitate about trying something new. We hear it all the time. You’ve put in the effort. You’ve done the work. You’ve searched for answers. But nothing has truly changed.  You’ve read the books, listened to the advice, and done everything you were supposed to do. The same problems still show up, and it feels like you’re running in circles.  You know something needs to change, but you don’t know *what* or *how*. Whenever you think you’ve found the answer, the same old patterns pull you back in.  Your mind feels like a constant battlefield. Negative thoughts. Self-doubt. Emotional exhaustion. It’s not just frustrating—it’s *relentless*. And whenever you try to resolve it, it feels like a waste of time and energy.  You’re tired of fighting with yourself and being held back by things out of your control. And when you try to break the negative patterns, you end up back where you started.  Anger lingers just beneath the surface. Sometimes, it flares up over nothing. Sometimes, it drains you so entirely that you don’t even have the energy to care about people you love.  If you could take the part of you that keeps sabotaging your happiness and burn it to the ground, you would. You’d rip it out, let it go, and never look back. But you don’t because you don’t know how.  You just want peace. Not for a moment, not for a day—*for good*. You know it’s possible. You just don’t know how to reach it. |
| What frustrations does your product solve? | Most people come to our workshop because they’re tired of searching and trying things that don’t work. This workshop cuts through the noise and gives you a clear, structured path that works.  Learning on your own can feel overwhelming. The concepts might feel too complex, the explanations too vague, and you’re left wondering if you’re even doing this right. At our workshops, everything is broken down simply—you’ll finally understand how to create long-lasting change with the exact steps to apply it in your life.  You don’t need more information. You need something that makes sense, something you can apply without second-guessing yourself. This workshop isn’t just theory—it’s practical and actionable, and the most common feedback we get is that it works in real life.  You want to see real progress, but believing you’re changing without proof is hard. You need something tangible that shows you it’s working, step by step. The journaling process helps you track your transformation to see the shifts happening in real time.  You don’t want to rely on motivation alone. You’ve been inspired before, but inspiration fades. You need a system that keeps you moving forward, even when you’re not feeling your best. This workshop gives you a process that works beyond motivation—something you can rely on no matter what.  You want to trust yourself again, in theory and practice. You want to look at your actions and growth and know—without a doubt—that you can change. By the end of this workshop, you’ll have proof that you are capable—because you’ll have seen yourself change. And for the first time, you don’t just have to hope it’s possible. You get to *see* it happening. |
| What challenges are you helping your customer overcome? | The journaling process helps uncover and release the thoughts that keep your mind active at night. Instead of carrying stress into sleep, you learn to process and let go, allowing your body to rest deeply and wake up with real energy.  The workshop teaches you how to recognise and shift the unconscious patterns that create tension and disconnection. By understanding your emotional triggers, you can respond differently—leading to deeper, more effortless connections with the people in your life.  Through guided exercises, you’ll learn how to break free from the thought loops that have kept you stuck. Instead of battling negative thoughts, you’ll have the tools to reframe them, creating space for new perspectives and emotional balance.  The structured approach in the workshop helps you move from knowing change is possible to experiencing it. The steps are laid out in a way that transforms them into something that feels natural and achievable.  The combination of practical exercises and reflective journaling ensures that the shifts you experience aren’t just moments of inspiration but real, lasting breakthroughs. You’ll have a process you can return to at any time, reinforcing your growth beyond the workshop.  The workshop helps you remove the unseen mental barriers that have kept you in place. When those barriers fall away, the change you’ve been searching for happens naturally—without resistance, without struggle, and in a way that finally makes sense. |
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| Empathy | What do you know about your customer that demonstrates understanding? | Most people feel trapped by emotions from past experiences. Specific patterns keep repeating—negative thoughts, self-doubt, overthinking, or emotional reactions that feel automatic. It’s frustrating because no matter how much effort goes into changing, you still feel stuck by the past.  It’s hard to change if no one has ever shown you why your mind keeps pulling you back into the same loops. These patterns aren’t random—they’re part of a mental structure built over time and shaped by past experiences, beliefs, and emotions.  Our workshops and courses help you see precisely where these patterns come from—why your mind works the way it does and why specific thoughts and behaviours feel so automatic.  Once you understand the structure of your thinking, you can deconstruct the parts that no longer serve you. Instead of just reacting to thoughts and emotions, you learn how to shift them, creating space for something new.  Change doesn’t happen by forcing yourself to be different but by building a new way of thinking that naturally leads to the life you want—where your thoughts, emotions, and actions align with who you are.  The mind isn’t the enemy. It’s just been wired to keep you where you are. When you learn how to rewire it, everything changes. |
| What makes you trustworthy | At seven years old, Ray Behan suffered a head injury that changed everything. Doctors put him on heavy medication, telling him it was the only way to manage his condition. He believed them—and did exactly what he was told.  Throughout his life, Ray took over 40,000 pills to manage his condition as a temporal lobe epileptic. Every prescription was meant to help, but it wasn’t how Ray wanted to live. For years, he followed the treatment plan. Until one day, he asked himself: *What if this isn’t the only way?*  That question set him on a lifelong journey. Not just to get better but to understand how the mind works, why patterns repeat, and what it takes to change.  Through relentless learning, testing, and applying, he rewired his mind, healed his body, and walked away from his medication. His doctors had no explanation. But he didn’t need one—because he had already proven it to himself.  Doctors told him he would need medication for life. And that was true until Ray proved them wrong.  For the last 30 years, Ray has dedicated his life to helping others do the same. Tens of thousands have gone through his workshops, applying the same process that freed him.  This isn’t just a theory. It’s a method. It works. And there are ten years of testimonials to prove it.  If you’ve ever felt trapped in cycles, you can’t break, held back by thoughts you can’t escape, or stuck in patterns that never seem to change—you’re not broken. You just haven’t been shown how to solve it.  That’s what this workshop is about. It’s about empowering you to take back control and live the life you want. This workshop is an opportunity to learn from Ray and apply the same methods to your life. |
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| Process | What are the 3 steps the customer must take to buy from you? | 1. Click Enrol Now |
| 1. Enter your details |
| 1. Secure your ticket |
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| Call to Action | Hard - Sell / Money Focused | Enrol now |
| Soft - Free information | Follow Ray on social media for daily advice  Download the light up your day solfeggio meditation  Sign up to the 8-day QAC process  Join the free Heal series |
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| What success looks like | What does it look like after your customer buys from you and has their problem solved? | Weeks after the workshop, people tell us they notice a shift. The things that used to trigger stress or overthinking don’t affect them similarly. Emotional reactions that once felt automatic now feel like a choice. It’s not something they have to force—it just happens naturally.  Months later, people recognise just how much has changed since doing the workshop. Stressful situations arise, but they handle them differently. Thoughts that used to spiral fade faster. There’s more clarity in their decision-making and ease in their daily lives. Some say they hadn’t realised how much had shifted until they looked back and saw how they used to be.  Friends and family start taking notice. Many participants tell us that people around them comment on the noticeable changes in their personalities. They seem calmer and more grounded. Others notice a difference in how they carry themselves—more confident, more at ease, more present. It’s not something they have to explain—people can see and feel it.  As time passes, our attendees say that people close to them start asking how they made the change. Without meaning to, the people at the workshop become someone others look to for inspiration. Some even share that their transformation has a ripple effect—saying their partners, friends, colleagues, and children start shifting simply by being around them.  Years after, we continue to hear feedback from attendees about how the workshop has had a noticeable change in their lives. What once felt like work is now just who they are. The insights from the workshop aren’t something they must remind themselves to use; they’ve become part of how they think, respond, and experience life. |
| What are some of the possible situations they could enjoy? | Imagine a life where it’s normal for a sense of ease to settle in during everyday moments. Stressful situations arise, but instead of feeling overwhelmed, there’s clarity. At work, difficult conversations no longer trigger frustration. Responses feel calm, confident, and in control.  Participants have told us that after the workshop, social interactions felt different. They are fully engaged in conversations, no longer distracted by anxious thoughts or second-guessing what to say. There’s a newfound ability to connect with others.  Family relationships improve in ways that feel unexpected. Past conflicts no longer carry the same emotional weight. Reactions that once led to arguments now come with a sense of patience and understanding. Many tell us their loved ones notice the shift before they do.  Daily life becomes lighter. Simple pleasures feel more enjoyable—walking outside, having a meal, listening to music. Instead of being consumed by overthinking, there’s space to experience the moment fully.  Sleep improves. Many participants report waking up feeling truly rested for the first time in years. The mind isn’t racing before bed. There’s no more waking up in the middle of the night, caught in thoughts that won’t stop.  Decisions that once felt overwhelming now feel clear. Instead of hesitation, there’s certainty. Whether it’s career choices, relationships, or personal goals, the ability to trust intuition and take action comes naturally.  Unexpected challenges don’t create the same anxiety. A last-minute change of plans, an unexpected bill, a difficult conversation—things that used to cause stress no longer feel like a crisis. There’s a steady confidence in handling whatever comes next.  People around them start noticing. Friends say they seem different—lighter, more present, more at ease. Partners notice fewer emotional highs and lows. Even children and colleagues often pick up on the shift before it's fully realised.  Months later, participants tell us that happiness no longer feels like something to chase—it’s just there, woven into how life feels daily. The future no longer feels like something to fear or manage. It feels like something they own. |
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| Avoiding Failure | How does your customer avoid failure when working with you? | The workshop helps people avoid failure by transforming complex science into simple, actionable steps. Concepts like neuroplasticity and epigenetics are broken down into practical tools anyone can use to align their mind and body for a healthier, longer life.  Participants leave with processes that are easy to follow. This ensures that attendees understand and act on the material effectively, avoiding stagnation when people don’t know what to do.  Ray equips people with the skills to succeed, providing clarity, focus, and a framework for real change—eliminating the risk of failure from inaction or overwhelm. |
| What types of things does your customer avoid when working with you? | Ray removes the barriers that keep people from real transformation. There are no complex processes and no need for a university degree to get results. His teachings are clear, practical, and designed for real life—not a classroom.  Participants are taught all the scientific theories in a way that is easy to understand. Students get simple, actionable steps they can apply immediately—no fluff, no confusion—just a straightforward path to lasting change. |
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| Transformation | Who does your customer want to become? | After attending the workshop, attendees tell us life no longer feels like something is happening to them. The tools and insights learned create a shift—overthinking, hesitation, and self-doubt begin to dissolve. Decisions feel clearer, actions feel more intentional, and uncertainty is replaced with quiet confidence.  ​​After the workshop, people tell us that past experiences no longer define their future. The patterns that once shaped every reaction—fear, doubt, hesitation—begin to unravel. The process learned in the workshop makes it clear why these cycles existed, and for the first time, breaking free from them feels natural.  After the workshop, people say their relationships start to shift in unexpected ways. Conversations feel lighter, conflict no longer escalates the same way, and emotional reactions feel more in control. How others respond begins to change without forcing anything—because how *you* show up is different. |
| What kind of person do they want to be? | We all want to feel safe being exactly who we are. To speak confidently, show up fully, and express thoughts, emotions, and ideas without fear of rejection. After the workshop, that sense of ease—the ability to be authentic without hesitation—starts to feel natural.  It’s normal to want to be loved for more than just the best parts. We all want to be seen fully, with all the complexities, contradictions, and flaws and still feel like we are enough. The work done in the workshop shifts something profound—the need to prove, earn, and seek approval begins to fade, replaced by a quiet knowing that being yourself is more than enough.  Imagine what it feels like to wake up without self-doubt running in the background. To move through life without second-guessing every action, without wondering if you need to be different to be accepted. After the workshop, loving yourself isn’t just something you try to do—it becomes how you live. |
| What is their aspirational identity? | After the workshop, life no longer feels out of control. The tools and insights learned create a shift—challenges that once felt overwhelming are now met with clarity and resilience. Instead of feeling powerless in difficult situations, there’s an ability to respond confidently, knowing that setbacks don’t define the future.  Authenticity stops feeling like something to strive for and starts feeling like the only way to live. The patterns that once led to people-pleasing, self-doubt, or hesitation begin to dissolve. The workshop provides a process to release the need for external validation, making it easier to show up as yourself—fully, unapologetically, and without fear of rejection.  Self-worth no longer depends on perfection. Through the workshop, people learn how to love their strength and struggle to bring a sense of freedom—there’s nothing to hide, nothing to fix, only a genuine appreciation for the person you’ve always been. |
| How does your customer want to be described by others? | A quiet strength replaces hesitation. The exercises in the workshop don’t just give knowledge—they create shifts in how emotions are processed. The same doubts and fears exist, but the automatic reactions are gone. Instead of second-guessing, decisions feel clear. Friends and colleagues notice it first. Conversations flow differently. There’s no rush to explain, no need to prove anything. Confidence is felt, not forced.  Emotional balance becomes noticeable. The workshop dismantles the emotional patterns that create stress and frustration. As those patterns break, relationships shift. The tension that once led to conflict dissolves before it starts. Family members sense a change. There’s more patience, more ease, and fewer misunderstandings. Instead of being pulled into negativity, people can feel a steady calm just by being around you.  The need for approval disappears. During the workshop, limiting beliefs are exposed—not just intellectually, but in a way that makes them lose their power. Afterwards, the pressure to conform is gone. Choices are made without worrying about how they will be perceived. Friends and family recognise it instantly—there’s no hesitation, no need for permission, just a quiet certainty that wasn’t there before. |
| From \_\_\_\_\_\_\_ to \_\_\_\_\_\_\_? | From overwhelmed to in control.  From defeated to determined.  From stuck to unstoppable.  From blinded to a visionary.  From sick to enlightened.  From vulnerable to powerful.  From lost to empowered.  From half-lived life to a full-lived life.  Don’t want to die with the magic still in them.  From deprived to inspired  From discouraged to encouraged  From unlovable to loveable  From emotional victim to emotionally embellished.  From disconnected to connected |

Brand Story and Key Messaging

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| Clarity of Message | What do you do? | In a unique, clear, and distinct way, Ray challenges the misconceptions of medical science, psychology, psychiatry, biology, physiology, and neurology. Ray teaches you how your body and mind can work in harmony to remove the hindrances stopping you from having a better experience in life.  Ray Behan is an international speaker, author, and educator who teaches individuals how to harness the power of their minds to influence their physical health and overall well-being. |
| Who do you do it for? | Ray educates individuals seeking an alternative pathway for personal transformation, particularly those interested in improving their health, relationships, and life.  Most attendees are sick of how they have lived and want to change—and are no longer interested in conforming and fitting into cultural expectations. |
| How does their life improve as a result? | One day, something happens. A situation that would have overwhelmed you in the past. But this time, you handle it differently. Without overthinking. Without fear. Without hesitation.  You feel lighter in your body and how you carry yourself through the day. The heaviness that once felt permanent begins to lift.  You stop reacting the way you used to. The same triggers come, but they don’t control you. The same doubts surface, but they don’t define you. |
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| Overall Message and Theme | What’s the problem? | You know there are answers, but you can’t find the solution.  You have dreams—big ones. But no matter how hard you try, your dreams always feel out of reach, and you don’t know why.  You’ve looked for answers. Read the books. Listened to the experts. But every expert says something different, and knowing what to trust feels impossible.  You worry about your health and don’t want to hear bad news. The thought of medication, procedures, or surgery lingers in the back of your mind, and it’s not the future you want for yourself. |
| What’s the solution? | Learn a new way of seeing life and reality, and be open to new concepts and processes for being who you want to be.  Enrol in the course, do the work, be a diligent student, join the live meetings, and be ready to challenge your beliefs of everything you’ve ever been told.  Most people come to our workshop because they’re tired of searching and trying things that don’t work. This workshop cuts through the noise and gives you a clear, structured path that works.  You don’t want to rely on motivation alone. You’ve been inspired before, but inspiration fades. You need a system that keeps you moving forward, even when you’re not feeling your best. This workshop gives you a process that works beyond motivation—something you can rely on no matter what. |
| Why it’s important to solve the problem with this solution? | If you don’t solve these problems, your pain of yesterday will repeat itself tomorrow and until the day you die. You will live the frustrations of a half-lived life and never realise your full potential.  Making these significant, internal changes will benefit your life. It will also benefit others, like your partner, siblings, and children. When others see the change in you, they will want it, too. Everything in your life is riding on this, everything.  After the workshop, life no longer feels out of control. The tools and insights learned create a shift—challenges that once felt overwhelming are now met with clarity and resilience. Instead of feeling powerless in difficult situations, there’s an ability to respond confidently, knowing that setbacks don’t define the future. |
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| Create an Engaging Headline | What do you offer? | An easy-to-follow process to improve your health, well-being, and relationships. |
| How will it make someone’s life better? | You will uncover the deep-seated emotions that cause all of your life issues, finally relieving you from unnecessary suffering and unlocking levels of wellness you have never thought of.  Imagine what it feels like to wake up without self-doubt running in the background. To move through life without second-guessing every action, without wondering if you need to be different to be accepted. After the workshop, loving yourself isn’t just something you try to do—it becomes how you live. |
| What’s the direct call to action (how does someone buy it)? | Enrol online. |
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| A short explainer | What’s the problem? | Somewhere deep inside, you know that you haven’t been told the entire truth about your conditions. You’re ready to discover alternatives you’ve always known existed but didn't know how to access and utilise.  You’ve read the books, listened to the advice, and done everything you were supposed to do. However, the same problems still appear; it feels like you’re running in circles.  You know something needs to change, but you don’t know *what* or *how*. Whenever you think you’ve found the answer, the same old patterns pull you back in. |
| What product/service is the solution? | Our digital courses and in-person workshops offer an easy-to-follow process that exceeds expectations, delivering results that most people consider impossible.  This isn’t about hyping you up or motivating you. You’ve been inspired before, but inspiration fades. You need a system that keeps you moving forward, even when you’re not feeling your best. This workshop gives you a process that works beyond motivation—something you can rely on no matter what.  By the end of this workshop, you’ll have proof that you are capable—because you’ll have seen yourself change. And for the first time, you don’t just have to hope it’s possible. You get to *see* it happening. |
| How will they change as a result? | You leave behind the unseen baggage you didn't know you were holding on to. And when you drop your baggage, you'll never pick it up again. This empowers you to craft a deeply enriched, purposefully driven life aligned with your highest aspirations.  As time passes, our attendees say that people close to them start asking how they made the change. Without meaning to, the people at the workshop become someone others look to for inspiration. Some even share that their transformation has a ripple effect—saying their partners, friends, colleagues, and children start shifting simply by being around them.  Years after, we continue to hear feedback from attendees about how the workshop has had a noticeable change in their lives. What once felt like work is now just who they are. The insights from the workshop aren’t something they must remind themselves to use; they’ve become part of how they think, respond, and experience life. |
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| Turn up the heat… | What big problem is your customer dealing with? | Most people understand that their mental, emotional, and physical health are connected. However, they don’t have a process to follow to improve them in a structured, sustainable way.  Without a clear framework, they often resort to scattered efforts—trying meditation one day, exercising the next, or attempting to “think positive” without addressing deeper emotional patterns. This lack of consistency leads to frustration, a sense of failure, and, ultimately, inaction.  The key to fundamental transformation lies in a proven, step-by-step process that integrates:   * **Self-awareness:** Identifying emotional triggers, limiting beliefs, and stressors. * **Emotional regulation:** Developing tools like breathwork, journaling, and mindfulness to manage emotions effectively. * **Physical optimisation:** Supporting the body through proper nutrition, movement, and restorative sleep. * **Stress resilience:** Rewiring the nervous system to handle life’s challenges without chronic tension. * **Consistent action:** Small, repeatable habits that compound over time, leading to lasting change.   When people have a process to follow, they move from knowing to doing, creating tangible results in their health, energy, and overall well-being.  **Stress and Autoimmune Diseases**  Research indicates that stress can both trigger and exacerbate autoimmune diseases. A study published in *JAMA* found that individuals diagnosed with stress-related disorders had a significantly increased risk of developing autoimmune diseases. Additionally, up to 80% of patients reported experiencing significant emotional stress before the onset of their autoimmune disease.  **References:**   * <https://jamanetwork.com/journals/jama/fullarticle/2685155> * <https://www.autoimmuneinstitute.org/articles/stress-autoimmune-disease-navigating-the-complex-relationship>   **The Power of Psychology**  Higher levels of psychological resilience are associated with a reduced risk of all-cause mortality. A study in *BMJ Mental Health* found that individuals with greater resilience had a lower risk of death, even after adjusting for factors like age, sex, race, and body mass index.  **Reference:**   * <https://mentalhealth.bmj.com/content/27/1/e301064>   **How Our Relationships Impact Our Health**  Improved social relationships significantly impact health and survival rates. A meta-analytic review revealed that individuals with stronger social ties had a 50% higher likelihood of survival than those with weaker connections.  **Reference:**   * <https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1000316>   **Positive Emotions and Cardiovascular Health**  Positive psychology contributes to better cardiovascular health. Research published in *Circulation* indicates that psychological health can positively influence cardiovascular health and reduce the risk of cardiovascular disease.  **Reference:**   * <https://www.ahajournals.org/doi/10.1161/CIR.0000000000000947>   **Optimism and Exceptional Longevity**  Optimism has been identified as a predictor of longer life. Studies have found that individuals with higher levels of optimism are more likely to achieve exceptional longevity.  **Reference:**   * <https://www.pnas.org/doi/10.1073/pnas.1900712116> |
| How is that problem making them feel? | Facing your mortality is chilling, and realising that you've been accelerating your demise is deeply frustrating.  Most people who experience their health deteriorating desperately wish for a way out—a clear path to reclaim their health and extend their time. But without a clear roadmap, they feel trapped.  They spiral into:   * **Overwhelming concern** about their future. * **Crippling anxiety** over what’s coming next. * **Disempowerment** from not knowing where to start. * **Frustration** with failed attempts and conflicting advice. * **Hopelessness** as they watch their health decline. * **Loss of motivation** because they don’t see a way forward.   Without direction, they become just another statistic. But with the right strategy, they can turn things around before it’s too late. |
| Why is it just plain wrong that people continue experiencing that problem? | Science proves that the mind and body can change—neuroplasticity, epigenetics, and behavioural science all show that transformation is possible.  Yet, outdated beliefs and misinformation keep people stuck, making them feel powerless. Society has long pushed the idea that circumstances are fixed, that change is out of reach, and that we have no real choice.  But that’s simply not true. The real problem isn’t a lack of solutions—people aren’t given the right tools or a clear path to apply them. |
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| Define the value of what you do | Benefit 1 | You'll understand clearly how unmanaged emotions lead to physical breakdown—and how to prevent it.  With a simple, step-by-step process, you'll learn to take control of your emotions, protecting your health and well-being. |
| Benefit 2 | Over four days, we challenge conventional science and medicine, exploring the deep connection between your mind, body, and emotions. Traditional doctors rarely address these areas—not because they don’t want to, but because they were never trained in this science.  We open the floodgates to bold, measurable, and achievable solutions. Through proven concepts and processes, we guide you in uncovering the subconscious emotions you may not even realise you're carrying. |
| Benefit 3 | We break down the barriers standing between you and honest, game-changing solutions.  You'll walk away with a transformed perspective on your health and relationships, seeing them in a new light. After this workshop, you’ll never again accept being treated by life the way you have in the past. |
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| Why should anyone trust you or your company? | Demonstrate that you care about your customer’s problem | Ray Behan isn’t just another speaker or coach—he has lived through and overcome the struggles he helps others solve. His deep understanding of neuroplasticity, psychoneuroimmunology, epigenetics, meditation, and breathwork isn’t just theoretical—it’s practical, tested, and rooted in personal experience.  He knows what it’s like to feel stuck, face challenges that seem impossible to overcome and be told that change isn’t possible. That’s why his mission is not just to teach—but to empower. Ray doesn’t believe in surface-level solutions. He dives into the root causes of health, emotional well-being, and resilience, providing real, actionable tools that make a difference.  His workshops aren’t built on vague concepts—they are designed to deliver measurable, life-changing results. He cares deeply about people who feel disempowered, frustrated, or out of options. His goal is simple: to give you the knowledge, tools, and confidence to take control of your health, emotions, and life—so you never feel helpless again.  This isn’t just another self-help event. It’s a science-backed, results-driven experience that changes lives. And Ray is proof that it works. |
| Demonstrate that you know what you are doing | After a head injury led to temporal lobe epilepsy, Ray refused to accept limitations. He used the principles he now teaches to retrain his brain, rebuild his cognitive abilities, and master the science of transformation.  For over 30 years, Ray has studied and developed groundbreaking concepts in neuroplasticity, epigenetics, psychoneuroimmunology, meditation, and breathwork. He has learned from leading experts, built deep industry connections, and transformed the lives of over 500,000 students across four continents.  His impact is undeniable:   * 15+ years as a speaker * 25,000+ workshop attendees, including doctors and top psychiatric lecturers * Hundreds of testimonials from those who have seen a real change   Medical professionals don’t just observe his workshops—they attend as students, eager to learn his bold, unconventional, and proven methods. Ray doesn’t just teach theory—he lives it, and his results speak for themselves. |
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| Pricing | Low-cost entry | Daily tips on social media |
| Medium-cost entry | Meditation and Mindset Workshop |
| High-cost entry | Unthinkable / Evolve |
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| The plan | What action does a customer have to do, to do business with you? | Enroll in the workshop that best suits your needs. |
| Write 3 steps your customer has to do to do business with you. | 1. Click Enrol Now 2. Enter your details 3. Secure your ticket |
| Include an outcome as step 3. | After the workshop, you’ll notice a shift—your thoughts won’t spiral as they used to, and moments of calm will replace old triggers. You’ll feel lighter, more in control, and no longer ruled by stress, doubt, or the need for approval. When challenges arise, you’ll respond with clarity and confidence, moving through life with ease and steady energy. |
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| Create an Explanation Paragraph | Objection 1 | I’m not entirely convinced that my conditions are emotional instead of genetic. |
| Solution to Objection 1 | Many people believe their health conditions are purely genetic. However, research shows that genetics load the gun, but environment and emotions pull the trigger. While genes may create a predisposition, they do not determine your fate—your stress levels, emotions, relationships, and mindset all play a critical role in whether or not those genes get activated.   * Stress and Autoimmune Diseases: Studies show that stress can both trigger and worsen autoimmune diseases, with up to 80% of patients experiencing significant emotional stress before symptoms appear.<https://jamanetwork.com/journals/jama/fullarticle/2685155> * The Power of Psychology: Psychological resilience significantly reduces the risk of early death, even after controlling for genetic factors like age, sex, and race.<https://mentalhealth.bmj.com/content/27/1/e301064> * How Relationships Impact Health: Strong social connections improve survival rates by 50%, proving that emotional well-being directly influences physical health.<https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1000316> * Positive Emotions and Cardiovascular Health: A healthy psychological state is linked to better heart health and a lower risk of cardiovascular disease.<https://www.ahajournals.org/doi/10.1161/CIR.0000000000000947> * Optimism and Longevity: Optimism isn’t just a mindset—it’s a scientifically proven predictor of a longer life, showing that emotions can influence lifespan as much as genetics.<https://www.pnas.org/doi/10.1073/pnas.1900712116>   If your emotions and environment influence your health, then you have the power to change your outcome. You’re not at the mercy of your genes. With the right tools, you can take control of your emotional state, reduce stress, and rewire your body for health and longevity. |
| Objection 2 | I don’t believe that Ray knows what he is saying. |
| Solution to Objection 2 | Scepticism is usual if you don’t know anything about Ray Behan.  He isn’t just teaching theory—he’s living and breathing it. After suffering a serious head injury that led to temporal lobe epilepsy, Ray was told he had no choice but to live with the condition. Instead, he applied the principles he now teaches to retrain his brain, rebuild his cognitive abilities, and regain control of his life.  For over 30 years, Ray has studied, refined, and applied cutting-edge research in neuroplasticity, epigenetics, psychoneuroimmunology, meditation, and breathwork. His methods are so effective that medical practitioners, doctors, and top psychiatric experts attend his workshops—not just to observe but to learn from him.  His results speak for themselves:   * 30+ years of study and application * 15 years of public speaking * Over 25,000 workshop attendees, including medical professionals * Hundreds of testimonials from people whose lives have been transformed   Ray doesn’t just understand these concepts—he has lived through them, mastered them, and now teaches others how to apply them for tangible results. |
| Objection 3 | What if this is too complicated for me to learn/understand? |
| Solution to Objection 3 | The training is designed for everyone, regardless of background or education. Complex science is broken down into simple, practical steps that anyone can grasp and apply.  Some of the 25,000 workshop attendees over the last decade have degrees, while others left school early. Your education level doesn’t matter—what matters is your willingness to learn and explore new ways to improve your well-being. |
|  | Objection 4 | This will take a lot of time, and I don’t have time. |
|  | The Solution to Objection 4 | The 4-day Unthinkable Workshop isn’t just another event—it’s an intensive reset that will save you years of struggling with the same problems. Instead of spending months or decades figuring things out independently, this workshop condenses everything into a transparent, structured process that delivers tangible change.  If you’re stuck in the same patterns—whether it’s stress, health issues, or emotional struggles—you’re already losing time. The question isn’t whether you can afford to take four days—it’s whether you can afford to keep living with the same limitations.  Past attendees often say, “I wish I had done this sooner.” Give yourself four days now and gain a lifetime of clarity, energy, and control over your well-being. |
|  | Objection 5 | What if I don’t want to pay the fee? |
|  | The Solution to Objection 5 | We understand that committing to the workshop is a big decision. That’s why we offer free resources so you can start seeing results before making any commitment.  You don’t have to take our word for it—try the free materials, experience the impact for yourself, and then decide if the full workshop is right for you. |
|  | Objection 6 | What if it doesn’t work? |
|  | The Solution to Objection 6 | We offer a 14-day money-back guarantee. |

VALUES AND PSYCHOGRAPHICS

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| What’s making your customers angry? | You’ve tried. You’ve put in the effort. You’ve read the books, taken the courses, practised the techniques—but nothing has genuinely shifted.  And that’s frustrating.  You’re Angry Because…   * You’ve done everything you were supposed to, but you’re still stuck. * You keep repeating the same patterns: the same doubts, emotions, and struggles—over and over again. * You’ve wasted time and energy searching for answers that never delivered. * You know you can do more, but something is holding you back. * You feel like time is slipping away and don’t want to keep living this way.   You’re not broken. You’re not beyond help. You just haven’t been given the right tools—until now.  At the Unthinkable Workshop, you get a straightforward, step-by-step process to break free from the patterns that have held you back—so you can finally move forward. | |
| Who is making your customers angry? | It’s not just the situation—it’s the people, the voices, the systems that have kept you stuck.   * The so-called “experts” who sell you easy answers that never work. They make big promises but leave you right where you started. * The people who dismiss your struggles. They tell you to "just deal with it" or "be grateful" as if you haven’t already tried. * The ones who make you doubt yourself. They plant seeds of uncertainty, making you question whether change is even possible. * The negative voices in your head. The conditioning, the expectations, the belief that you have to settle for the way things are.   These forces keep you in the same loop, spinning your wheels like you’re running out of time.  But here’s the truth: They no longer have to control your life. You don’t have to stay stuck. There is a way forward. And it starts by following the process that thousands of other attendees have before you. | |
| What do they care about? | People who seek change care about freedom—not just in the way you live, but in the way you feel. You don’t want to be weighed down by expectations, trapped in a life that looks good on the outside but feels empty on the inside.  Most attendees care about not waking full of regret. You tell yourself there’s still time, that you’ll deal with things later. But deep down, you know you’ve been avoiding the truth—sweeping your struggles under the rug, pretending you’re too busy, pretending life is as it should be.  You care about breaking free from the pressure to be who everyone expects you to be. You’ve built an identity that serves others, keeps the peace, and makes sense to the world. But at what cost? You feel the weight of it, the exhaustion of maintaining a version of yourself that isn’t entirely you.  Deep down, most people care about feeling alive again, not just getting through the day and checking off another task but waking up with purpose, energy, and clarity. You want to know what it’s like to move through life without the constant noise of doubt, guilt, or obligation.  You don’t want to keep pretending. You don’t want to keep ignoring what you know is true.  You care about not waiting until it’s too late to finally become who you were meant to be. | |
| Who do they care about? | The people who join our workshop care sincerely about living a life that feels true to them. Many have spent years supporting others—partners, children, families, and close friends—the people who rely on them, look up to them and expect them to have it all together. Showing up fully, being present, and giving the best of themselves matters, but there’s a growing awareness that constantly meeting expectations has come at a cost.  Quiet exhaustion comes with maintaining an image, keeping the peace, and doing what’s expected. The desire to be reliable, respected, and strong is there, but so is the frustration of feeling stretched thin, stuck in patterns that drain energy. Beneath the surface, there’s a more profound question: *How do I become the best version of myself for the people I love?*  This isn’t just about personal change—it’s about creating a better future for those who matter most. Living a more present, intentional, and fulfilled life means showing up differently in relationships, careers, and everyday moments. There’s a realisation that if nothing changes, time will keep slipping away, and with it, the opportunity to experience life fully.  Our workshop attendees care about making that shift—not just for themselves but for the people who count on them. | |
| Who do they admire? | Our workshop attendees admire those who have broken free from the weight of expectations—people who live life on their terms, unshackled by the need for approval or validation.  There is deep respect for individuals who dare to be fully themselves, even when it goes against what others expect. Those who don’t just conform but instead trust their instincts, think independently, and confidently make decisions.  They look up to people who seem calm under pressure, unshaken by outside noise, and able to navigate life without being controlled by fear, doubt, or obligation. There is admiration for those who can say no without guilt and yes without hesitation—the ones who have mastered the art of setting boundaries while staying true to themselves.  Above all, there is admiration for those who have found a way to live fully—present, clear-minded, and purposeful. Not just individuals who have achieved financial or career success but those who carry a deep sense of inner freedom, wake up each day with clarity and energy and are not weighed down by the past or fearful of the future.  They don’t just admire these people—they want to become them. | |
| Who do they compare themselves to? | Most people compare themselves to who they thought they’d be by now—happier, more in control, more fulfilled. Instead, there’s a quiet frustration: *Why haven’t I gotten there yet?*  It’s normal to look at others who seem effortlessly in control, confidently making decisions while you feel stuck.  The truth is, you’re not behind—you’re just stuck in patterns that you can break free from.  You’re not alone in feeling this way, and nothing is wrong with you for wanting more. That quiet frustration isn’t failure—it’s a signal. A sign that the life you’re meant to live is still waiting for you.  The gap between where you are and where you want to be isn’t as big as it seems. You just need the right process to break free. | |
| Is there a strategy in the way they make decisions? | Most people don’t make big decisions easily. You hesitate, second-guess, and wonder if now is the right time. But if you’re here reading this, something inside you already knows it is.  Here’s why people stay stuck—and how to finally move forward:  **1. You Need to Believe Change Is Possible**  You’ve tried things before that didn’t work, so it’s natural to be sceptical. That’s why seeing actual results from real people matters. If others have broken free from the same patterns, why not you?  **2. You Battle Between Fear and Hope**  You want things to change, but there’s always that thought: *What if I try and nothing happens?* That fear has kept you where you are, even when you know something has to shift.  **3. You Need Permission to Choose Yourself**  You’ve spent so much time doing what’s expected, putting others first, and keeping things running smoothly. But what about you? At some point, you have to decide: *I deserve this. It’s my turn.*  Most people wait until the discomfort becomes unbearable. But clarity doesn’t come from waiting—it comes from taking action.  So the real question isn’t, should you do this… How much longer are you willing to stay where you are? | |
| What specific language or jargon do they use? | Negative | Positive |
| * That's just how I am * I'm too old to change * I'll deal with it later * It's not my fault * This is just my luck * That's life * Nothing ever works out for me * I'm not good enough * People don't change * It’s always been this way * It’s easier said than done * I’m too busy * I don’t want to fail * That’s out of my control * It’s not worth the effort * I don’t have the energy * This is just who I am * I’ve tried everything * Other people have it easier * What’s the point | * I have the power to change * I’m capable of more * I can break free from this * I deserve to put myself first * I’m not stuck, I just need the right approach * My past does not define me * I’m stronger than I think * Small steps lead to big changes * I am in control of my choices * I can create the life I want * I’m allowed to want more * It’s never too late to change * I choose growth over comfort * I am worthy of happiness and success * Every challenge is an opportunity * I don’t have to do this alone * My effort will pay off * I trust myself to figure things out * Change starts with me * I am becoming who I was meant to be |

DEEP PSYCHOGRAPHICS

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| What are their biggest pain points and challenges? | Most people think their struggles are just part of life, but when you look deeper, there are patterns—core challenges that keep you stuck in the same cycles.  The most common challenges our attendees face are emotions and expectations.  **Fear of Failure** The thought of trying and failing feels worse than not trying at all. Failure feels personal, like a reflection of who you are. The risk of disappointment, wasted effort, or proving your doubts right keeps you from taking action.  **Fear of Judgment** Worrying about how family, friends, or colleagues will see you hold you back. You fear being misunderstood, labelled, or judged for wanting something different. Staying the same feels safer than facing criticism.  **Low Self-Worth** A quiet but constant belief that you don’t truly deserve happiness, success, or freedom. It feels like change is for other people—the ones who are more intelligent, luckier, or more capable.  **Shame and Guilt** Past mistakes, failures, or regrets weigh you down. You carry them like proof that you’re not meant to have a better life, that somehow, you don’t get to move forward.  **Overwhelm** There’s too much going on—too many emotions, responsibilities, and things pulling at you. Even when you want to change, adding one more thing to your plate is impossible.  **A Broken or Limiting Mindset** You see more obstacles than opportunities. Life feels stacked against you. You focus on what’s missing, what’s gone wrong, and what could go wrong next, making it hard to believe in a different future.  **Negative Self-Talk** Your mind is your biggest critic. It tells you you’re not good enough, capable enough, or ready. Even when you want more, another part shuts it down with doubt.  **Procrastination** You put things off, not because you don’t care, but because taking action feels overwhelming. Fear of the unknown, fear of failure, fear of making the wrong choice—it all leads to doing nothing at all.  **Unclear Vision** You know you don’t want to stay where you are, but you don’t have a clear picture of what’s next. What does a better life even look like? Without a clear destination, it’s hard to take the first step.  These challenges aren’t random. They’re the reason people stay stuck, watching time pass and wondering why nothing changes. But these patterns aren’t permanent—if you’re willing to break them, we have the method and process to help you do it. |
| What are their top 3 daily challenges and how do these impact their life? | Most people don’t realise that their small, daily struggles aren’t just inconveniences—they’re patterns that shape their lives. These challenges don’t just affect your mindset; they determine your decisions, relationships, energy, and overall well-being.  **1. Mental and Emotional Overload**  Your mind is constantly racing. You wake up already feeling behind. There’s a never-ending to-do list, responsibilities pulling you in different directions, and pressure to keep up. Even when you have a moment to breathe, your thoughts won’t slow down.  How This Impacts Your Life:   * You feel exhausted before the day even starts. * It’s hard to focus, leading to procrastination and avoidance. * You struggle to be present in conversations, relationships, and personal time because your mind is always elsewhere.   **2. Self-Doubt and Negative Inner Dialogue**  Every decision comes with second-guessing. You question if you’re doing enough if you’re capable enough, and if you’re making the right choices. Even when things go well, there’s a lingering thought that it’s not enough or won’t last.  How This Impacts Your Life:   * You hesitate on opportunities, leading to missed chances for growth, success, and happiness. * You hold yourself back from expressing your needs or setting boundaries, making relationships feel one-sided or draining. * You start avoiding risks, settling for comfort zones that feel safe but also keep you stuck.   **3. Feeling Stuck in the Same Repetitive Patterns**  Every day feels like a variation of the last. You tell yourself you’ll change, start fresh tomorrow, and do things differently—but nothing shifts. The same struggles, the same frustrations, and the same emotions keep repeating.  How This Impacts Your Life:   * You feel disconnected from your life like you’re just going through the motions. * Motivation fades because you don’t see real progress, making it harder to believe in change. * Life starts feeling predictable but unsatisfying, as if you’re watching time pass instead of living.   What This Really Means  These aren’t just daily challenges—they’re traps that keep you in survival mode instead of thriving. They create a cycle where each day reinforces the next, making it feel like change is always out of reach.  The truth? These patterns aren’t permanent. Breaking free requires more than just wanting things to be different—it requires a shift in how you think, act, and see yourself. |
| What do they truly desire? | You don’t just want change—you want to feel alive again.  You want to wake up with clarity and purpose instead of feeling like you’re just getting through the day. You want to move through life without second-guessing yourself, without carrying the weight of self-doubt, fear, or exhaustion.  You want to trust yourself fully—to make decisions confidently, stop overthinking, and know deep down that you are enough.  You crave freedom from repeating patterns—the hesitation, the avoidance, the feeling of being stuck in the same struggles repeatedly. You don’t want to keep playing small, waiting for “someday” to figure things out.  You want to feel in control again, not just of your schedule or responsibilities but of your thoughts, emotions, and energy. You want to stop being pulled in a hundred directions and start choosing a life that feels right for you.  Most of all, you want to know that this is leading somewhere—that your effort, choices, and life matter. You’re not just existing—you’re moving forward, growing, and becoming the person you know you were meant to be.  And you’re ready. You just need a way to break free. |
| What are their deepest held fears? | Most people don’t talk about their deepest fears—not even to themselves. But if you stop and listen to that quiet voice inside, you’ll recognise them.  **1. The Fear of Wasting Your Life** The thought of waking up years from now, realising nothing changed, is terrifying. There’s a quiet panic about time slipping away, about never fully living up to your potential. You don’t want to look back regretfully, wondering what would have happened if I had done something differently.  **2. The Fear That You’ll Never Be Enough** No matter what you do, that lingering feeling remains—maybe you’re not enough. Not smart enough, not strong enough, not capable enough. The fear that even if you try and give it your all, it still won’t be enough to break free from the patterns that have held you back.  **3. The Fear of Being Truly Seen and Judged** Deep down, you wonder: If people knew me—my thoughts, struggles, and insecurities—would they still accept me? You’ve spent so much time shaping yourself into what’s expected, keeping things running smoothly. But the fear remains—what if being myself isn’t enough?  **4. The Fear That Change Won’t Last** You don’t just fear failure—you fear the cycle of getting your hopes up, making an effort, and falling back into the same patterns. That fear of disappointment is intense enough to make you hesitate, to keep you from fully committing to something that might work.  **5. The Fear That It’s Too Late** Maybe the window has closed. The damage may be already done. Perhaps the best years are behind you, and the idea of fundamental change is just an illusion. A part of you wonders: Have I missed my chance?  **Here’s the Truth:** These fears aren’t proof that you’re stuck forever—they’re proof that something inside you wants more. Fear appears when standing at the edge of something bigger than your comfort zone.  The real question is: Will you let these fears control your future? Or will you take the first step toward something different? |
| What thoughts, doubts, concerns or worries are constantly on their mind? | Most people assume their struggles are external—too much work, too many responsibilities, not enough time. But beneath all of that, there’s a constant internal dialogue running in the background. It shapes your choices, fuels your hesitation, and keeps you in the same patterns.  Here are the most common doubts our attendees have told us they have:  **1. What if I never figure it out?** There’s this gnawing fear that you’re running out of time. You’ve been searching for answers, trying different things, but nothing has changed. You wonder if you’ll ever break free or are meant to live with this feeling forever.  **2. I should be further ahead by now.** You compare yourself to where you thought you’d be—the version of you that was supposed to be more successful, confident, and fulfilled. There’s frustration that you’re still dealing with the same struggles despite everything you've done.  **3. What if this is just who I am?** Some of you worry that maybe this isn’t something you can change. That the way you think, the way you feel, the way you experience life is just how it is. You’ve lived with these patterns for so long that they feel part of your identity.  **4. What will people think?** Even if you want to change, there’s hesitation about how it will be seen. Will people understand? Will they think you’re being selfish? Will they support you or try to pull you back into the version of yourself they’re comfortable with?  **5. I don’t trust myself to follow through.** You’ve had moments before where you felt motivated and promised yourself things would be different. But then life got in the way. The cycle repeated. And now there’s doubt—What if I start and then just fall back into old habits?  **6. What if I fail?** The thought of trying and failing feels worse than not trying at all. What if you invest time, energy, and effort only to end up in the same place? The idea of failing again is enough to make you hesitate, to keep you from fully committing.  **7. I don’t even know what I want.** You know what you don’t want—stress, frustration, self-doubt, feeling stuck. But there's no clear vision when it comes to what you want. You know something isn’t right, but you don’t see the solution.  **Why This Matters** These thoughts aren’t just passing worries. They shape your decisions, keep you hesitant, and stop you from taking action. They reinforce the idea that change is impossible, overwhelming or something you’re incapable of.  But here’s the truth: Every one of these thoughts is just a pattern—something that can be rewritten. The real problem isn’t that you’re stuck. You haven’t been given the right way to break free. |

FOUR FORCES OF BUYING MOTIVATION

IMMEDIATE FRUSTRATIONS

* Feeling stuck in the same patterns despite wanting to change
* Constant overthinking and self-doubt hold you back
* Frustration with lack of progress despite trying different things
* Emotional exhaustion from carrying the weight of expectations
* Struggling to set boundaries and prioritise their own needs
* Feeling disconnected from your life, just going through the motions
* Comparing themselves to others who seem in control and wondering, *Why not me?*
* Fear that time is slipping away without fundamental change.

IMMEDIATE WANTS

* A straightforward, structured process to break free from old habits
* Confidence in making decisions without second-guessing
* Relief from the constant mental and emotional overwhelm
* Permission to focus on yourself without guilt
* A way to create real, lasting change instead of temporary motivation
* To feel in control again—of your emotions, your mindset, and your future
* Validation that you’re not alone and that transformation is possible

FUTURE FEARS

* Waking up years from now, realising nothing has changed
* Staying stuck in the same cycles, repeating the same frustrations
* Feeling like you never lived up to their full potential
* Watching others grow while you remain in the same place
* Regret for not taking action when you had the chance
* Never breaking free from self-doubt and negative thought patterns
* Losing energy, time, and opportunities because you hesitated too long

FUTURE DREAMS

* Waking up with purpose, confidence, and excitement for life
* Feeling free from the weight of self-doubt and hesitation
* Trusting yourself fully and making decisions with ease
* Being present and engaged in your relationships and experiences
* Breaking free from patterns that have held you back for years
* Living unapologetically, without fear of judgment or failure
* Finally, becoming the person you know you were meant to be

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| THE STORY OF THINK AND GROW  The story identifies the key principles that facilitate a stronger company culture,  autonomous decision-making and positive client relationships. | | |
| Think and Grow Education is built on a simple mission—helping people break free from self-doubt and take control of their lives.  Transformation isn’t about reading more books or trying another quick fix. It’s about rewiring the mind, breaking limiting patterns, and giving people the tools to make clear, confident decisions.  We show up, do the work, and deliver real change. We communicate openly, challenge old ways of thinking, and support our clients every step of the way. We don’t just teach—we empower.   We are a driven, passionate team with a growing community of success stories. | | |
| SINGLE-MINDED PROPOSITION  What is the one compelling reason that a consumer would want to buy your product or use your service? | | |
| Most people never reach their full potential because they’re trapped by self-doubt and limiting beliefs—**we give you the tools to break free and take control of your life.** | | |
| STORY THEME OR PLOT  A theme is an action that leads to the desired result | | |
| It all starts with rewiring your mind**—because true transformation begins from within.** | | |
| MISSION STATEMENT  What are you trying to bring into the world, and what will happen if you don’t accomplish your mission? | KEY CHARACTERISTICS  What traits are required to achieve the mission? | CRITICAL ACTIONS  What must every employee do every day to achieve the mission? |
| We give people the tools to break free from self-doubt, emotional exhaustion, and the patterns that keep them stuck—so they can stop searching for answers and finally take control of their lives.  Without fundamental transformation, they stay trapped in frustration, overthinking, and regret, watching life pass by without truly living it. | **1. Clarity –** We communicate ideas in a way that makes transformation simple, clear, and actionable. People don’t need more information—they need the right tools to break free.  **2. Depth –** We go beyond surface-level self-help, using proven science-backed methods to create lasting change. Every process we teach is designed for impact.  **3. Integrity –** Transformation starts with trust. We show up honestly, challenge limiting beliefs with care, and empower people to own their lives fully. | **1. Be present, be engaged, and challenge thinking:** We show up fully for our clients, guiding them with clarity and purpose. We respect their journey and help them see what’s possible beyond their limitations.  **2. Empower, don’t just inform:** People don’t need more knowledge, they need transformation. Every interaction should help them break free from self-doubt and take absolute control of their lives.  **3. Communicate with clarity and impact:**  We listen, simplify, and deliver solutions that resonate. The goal isn’t to impress with complexity—it’s to create breakthroughs that stick. |