

Strategic Targeting Protocol Worksheet

Client Name: _____ Date: _____

Section 1: The Reveal Summary (Symptoms vs. Root Systems)

Before the session, map out the connection between what the client feels and what the data suggests.

Client's "Loudest" Symptoms	Potential Root Cause System (The Matrix)
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

Section 2: Selecting the "Big Rocks"

Identify no more than three targets. Focus on the one that will "move the needle" most effectively (The Rule of Three).

Primary Target (The Big Rock): _____

Secondary Support (Optional): _____

The Physiological "Why": Explain the mechanism simply (e.g., "The gut is the 'second brain'; inflammation here causes the fog you feel").

Section 3: The Coaching Script Builder

Draft your "Empathetic Pivot" to transition from the Investigator role to the Guide role.

The Pivot: "I hear how frustrating [Symptom] is for you. That is exactly why we are targeting [Big Rock] first—to give your body the [Benefit/Fuel] it needs."

The Boundary Setter (If they want to do too much): "I know you're interested in [Complex Test/Diet], and we will get there. But to ensure this sticks, we must first stabilize [Big Rock]. Does that make sense?"

Section 4: Implementation & Success Markers

Action Step for Client	Frequency/Duration	Notes
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Client Response Observation (Check all that apply): - [] Client exhaled/showed visible relief - [] Client understood the "Why" (64% more likely to comply) - [] Client expressed "Overwhelm" (If checked, reduce targets) - [] Client agreed to the 30-day focus

Section 5: Post-Session Reflection

Targeting Clarity Score (1-10): ____ (*1 = Information Dump / 10 = Clear, Strategic Focus*)

Observations for Next Session:

Next Steps:

- [] Send summary email with "The Why" recap.
 - [] Schedule 30-day "Big Rock" check-in.
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