

DISCIPLINE · HOLD THESE

THE THREE SILENCES

1

3-count after story answers
screens 2–3 · let it land

2

Patient speaks first after the
price lands
screen 11 · do not rescue them

3

Nothing after “which feels
right?”
screen 12 · the last word is theirs

DECK KEYS

←

→

navigate

· on 3 steps the 4
beats, on 4 the 2
clicks

9

summons the comparison screen

p

presentation
mode

· hides staff
chrome

MONEY SCREEN · THE
NUMBERS

Brand shot alone, mailed

\$349

The whole program, here

\$399

Build it yourself, brand

~\$890

Tirzepatide (toggle,
top right)

\$499 · \$549 ·
~\$1,040

Either way: +\$50 over the shot ·
~\$490/mo stays theirs · first visit \$199 ·
no-GLP-1 \$199/mo

Anchor lines are **said, not read**. The screen carries the numbers; you carry the pause.

OPEN · 1

1 “Every price at the end, on paper. And if we’re not the right fit, I’ll say that too.”

THEIR STORY · 2–3

SILENCE ① LIVES HERE

2 “Which battle is yours — weight, muscle, or a health number? Tell me why that one.” then “Why a 7 and not a 4? What would make it a 9?”
“Manage <condition>” → tap the word, pick BP / sugar / sleep / joints / cholesterol

3 “Watch your engine.” Beat by beat: crash diet → muscle goes → engine shrinks → rebound (gauge turns amber). then “You weren’t weak. The plan was.”
tap the button once per beat — the story reveals itself

THE MISSION · 4

4 “Look at the screen and tell me: what’s the real mission?”
estimates today, measured free at visit one · click ① the two that matter · click ② the grow-the-engine dial (+5/+10 lbs muscle → +30/+60 cal/day)

THE PLAN · 5–8

5 “The medication gets you started. The plan keeps it off. Each phase earns the next.”
read the eligibility box, never override it

6 “Middle patient, not our poster: 5% by ~week five.” then “Which of these health wins would change the most for you?”
pace left, health rows right — one screen now · every pound = 4 lbs off the knees

7 “First we plan it for you. Then with you. Then you won’t need us. That’s the plan working.”
the medication ends by design

8 “Could your week hold 20 minutes, same day, same time?”
they tap the day — it books at the close

PROOF · 9–10

9 “You’ve tried the mail-order version — how many of these did it give you?”
auto for searchers too · key 9 summons this screen anytime

10 “You shouldn’t have to take my word for anything today.”
faces national, numbers ours — say it proudly · same medical director since 2011

THE CLOSE

SCREENS 11–12 · ONE MONEY SCREEN · ONE NUMBER · TWO PATHS · THEN QUIET

11
MONEY

“\$50 more than the shot alone.
\$490 less than building it
yourself.”
the line: \$349 · \$399
· ~\$890

→

the table
what the \$50 buys,
row by row

→

THE ONE
NUMBER

→

SILENCE ②
they speak first

→

“does it work
for your life?”

→

insurance as
subtraction
detour: check · \$199
program · “not this
month”

12
DECIDE

“Nothing to sign.
Two honest paths.
Which feels right?”

→

SILENCE ③
nothing after the ask

→

checklist
the slot they tapped on 8

→

Care Notes

→

LOG THE
OUTCOME

Compounded objection: “That’s real — different product, shrinking market. Brand to brand, the gap is \$50.” · The deck won’t reset until the outcome is logged.

12 ANCHORS · ONE PER SCREEN

IF YOU REMEMBER NOTHING ELSE: HOLD THE THREE SILENCES

ASSESSMENT DECK V13 · 2026