

Jessi Frothingham Coaching

BrandScript

# A hero wants

To have a source of support and guidance that is confidential and doesn't make them feel vulnerable.

- To bring their best self to whatever work situation they're in
- To get their passion for their calling back
- To feel like they're making the difference they want to make in the world
- To feel fully alive, energized and inspired to be their best
- To have more confidence
- To get the guidance and support they need to be their best and handle their stress
- To give their best to patients and clients
- To be their best with family and loved ones
- To be seen, heard, celebrated and loved
- To trust their instincts

## But has a problem (villain)

Burnout: The system gives lip service to self-care but is designed to drive people in healing professions to total burnout. It propagates a destructive myth that people who are in healing professions shouldn't need help themselves. They feel ineffective, like nothing they do makes a difference anymore.

# But has a problem (external)

- Too many patients and not enough time
- No functioning support system at work, only gives lip service to self care
- Disconnected from their own source of internal guidance and strength
- No 3rd force to bring them back into equilibrium
- Every day is another day on the hamster wheel
- Going to a therapist for support makes them vulnerable at work, may be seen as weakness
- No time to care for their own wellbeing
- No ally, person in their corner
- Feel judged when they do seek help
- Don't want to see a therapist because they don't have (or don't want) a diagnosis
- Feel ineffective, like nothing they do makes a difference anymore
- Want support without feeling like they have deep-seated issues they need to resolve

## But has a problem (internal)

- Stressed out
- Vulnerable
- Lacking in confidence
- Overwhelmed
- Frenzied
- Drained
- Uncentered
- Unsupported
- Not present, on autopilot

## But has a problem (philosophical)

You deserve to have the support and guidance and care that enables you to be your best. You deserve to be celebrated!

## And meets a guide

**Empathy:** As a former therapist, I know how vital it is that we have someone to go to for guidance and support, yet it can also make us feel vulnerable.

**Authority:** I'm Jessi, the coach for people in healing professions who deserve to be celebrated. It's why I became an ICF-certified coach while keeping my LFMT license. I know the demands you face every day and offer 100% private, nonjudgmental support. Together, we will help you bring your best self into your work so that you can be as effective as possible to the people you serve.

# Who has a plan

3 steps to vibrant, energized living and a lasting career

1. Intake session with Jessi to make sure we're a good fit
2. Ongoing support for gaining clarity, confidence & a firm belief in yourself (by phone or in person)
3. Feel grounded, inspired, and proud of the work you're doing



# And calls them to action

Direct CTA: Schedule Your Discovery Call

Indirect CTA: Download our video: 5 Daily Practices That Will Help You Avoid Burnout

# So they can avoid failure

- Overworked, overwhelmed, overcome
- Stuck on the hamster wheel until they have nothing left to give
- Burned out, stressed out
- Give up on their chosen career
- Don't transition to a more suitable career
- Don't enjoy their work and their life
- End up with health concerns because of the stress
- Patients, clients and family don't get their best
- They're not able to make the meaningful contribution they want to make
- Desires slowly fizzle out, giving way to constant pressures and stressors

# And achieve success

- With guidance and support, they transform their lives.
- They make the meaningful contribution they want to make.
- They have more confidence.
- They feel calm, centered and peaceful.
- They are able to give their best and help a lot of people do better as well.
- They have the support they need to manage their stress well.
- They get their passion back.
- They experience a new quality of aliveness in their work and life.
- They are able to successfully transition to career that better meet their needs.
- They have clarity and know what actions they need to take.

# One Liner

**Problem:** People in healing professions are often in danger of burnout because they're led to believe they shouldn't need guidance and support themselves.

**Solution:** As a former therapist and current ICF-certified coach, I know the demands they face every day and help them reignite their light

**Result:** So they can be at their best for themselves, their loved ones and their clients.