

# The Rules Of The Three Cases:

Rule #1: We don't even look at this chart unless there's relevance.

Rule #2: Get consent at every level.

Rule #3: Don't proceed to the next level until you're done the preceding one.

Rule #4: The focus in this process is on establishing if there's a fit.

	<b>Diagnosis</b>	<b>Prognosis</b>	<b>Prescription</b>
<b>Consent Question</b>	“May I ask a few questions to help me better understand your situation?”	“May I share some of my honest thoughts on your situation and what it might mean for you?”	“May I share my thoughts on what I might do if I were in your situation?” or “Are you open to some suggestions from me on where to go from here?”
<b>Intention Behind The Question</b>	To get the information you need to give them most realistic prognosis and most effective prescription possible.	Making sure they have the information they need to make the best decision possible for themselves.	To give them more options as clearly as possible.
<b>Aim</b>	Accurate	Realistic	Effective
<b>Meta-Question</b>	“What’s happening?”	“What’s coming?” (If they do or don’t do what you suggest)	“What’s needed?”
<b>Question They’re Asking</b>	“What’s going on? Why is this happening?”	“So, what does this all mean for me?”	“So, what do I do?”
<b>They Say</b>	“That makes sense!”	“Good to know!”	“That could work!”
<b>Danger</b>	Overwhelm & confusion.	Nocebo “They’re telling me this to get me to buy!”	They feel ‘sold’ or ‘pushed’ or ‘confused’.
<b>Tools</b>	Questions Maps Compass Assessments Quizzes Testing Metaphors	Stories Case Studies Bedside Manner	Route Offers (Programs, Packages, Products, Services) Lowering The Risk
<b>Blunders</b>	Too fast Too brief Weaponizing info to get the sale Arrogance “Trust me” (refusing to walk them through diagnosis)	Exaggeration and fear-porn Understating Not balancing possibilities and limitations of their situation. Spell casting.	Too many options Too few options Too fuzzy and confusing. Only offering info but no integration.
<b>Needed Qualities</b>	Curiosity & humility	Candor & Care	Clarity
<b>Only proceed if...</b>	They understand	They agree	They’re in

