Creating Motivation & Desire

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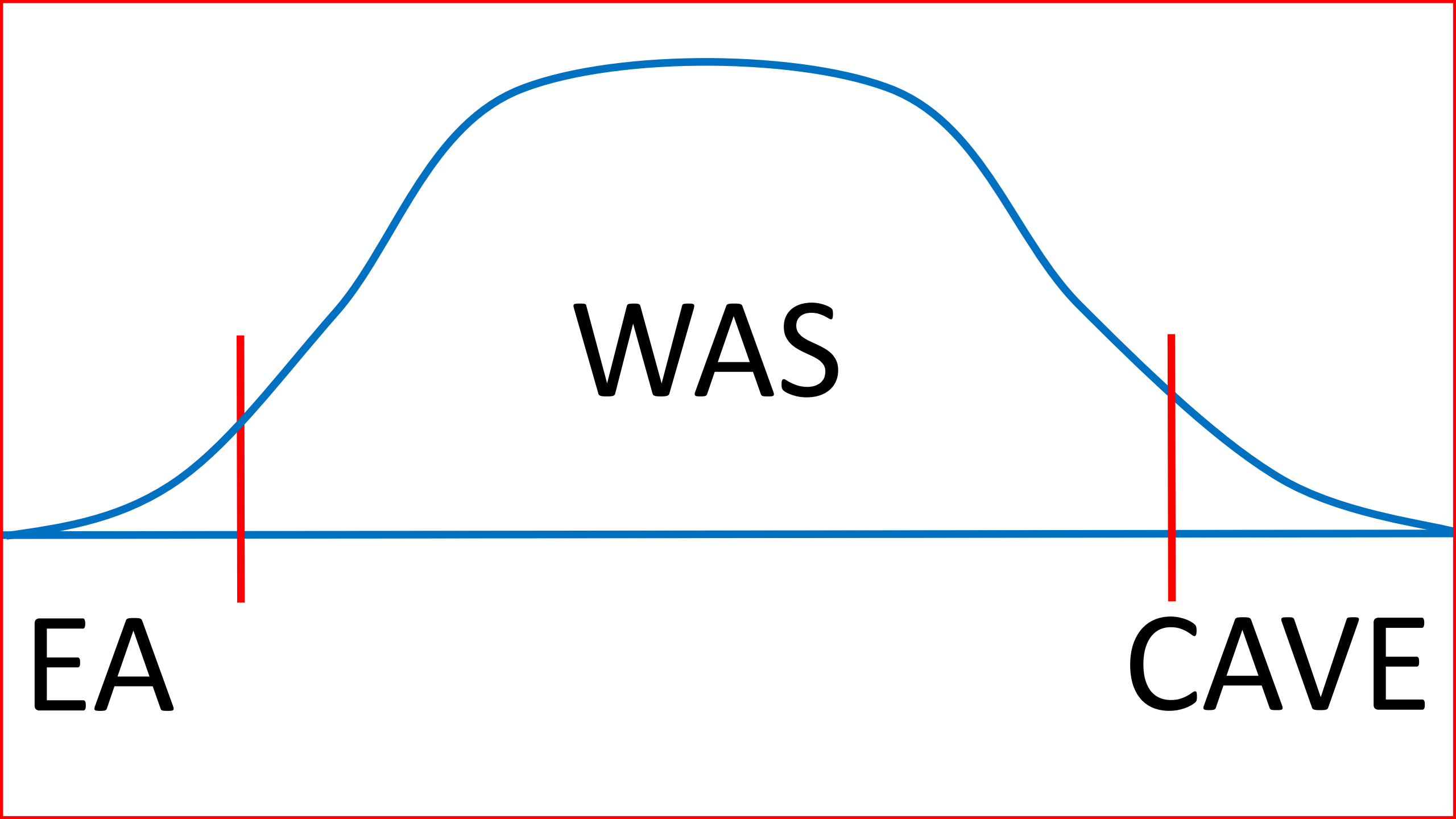
MOVE CAN
TO REFRIG.
SUNSHINE
ORANGE JUICE
100% FROZEN CONCENTRATED
NET 16 FL. OZ. (473 mL)
CONTAINS 100% JUICE
Nutrition Facts

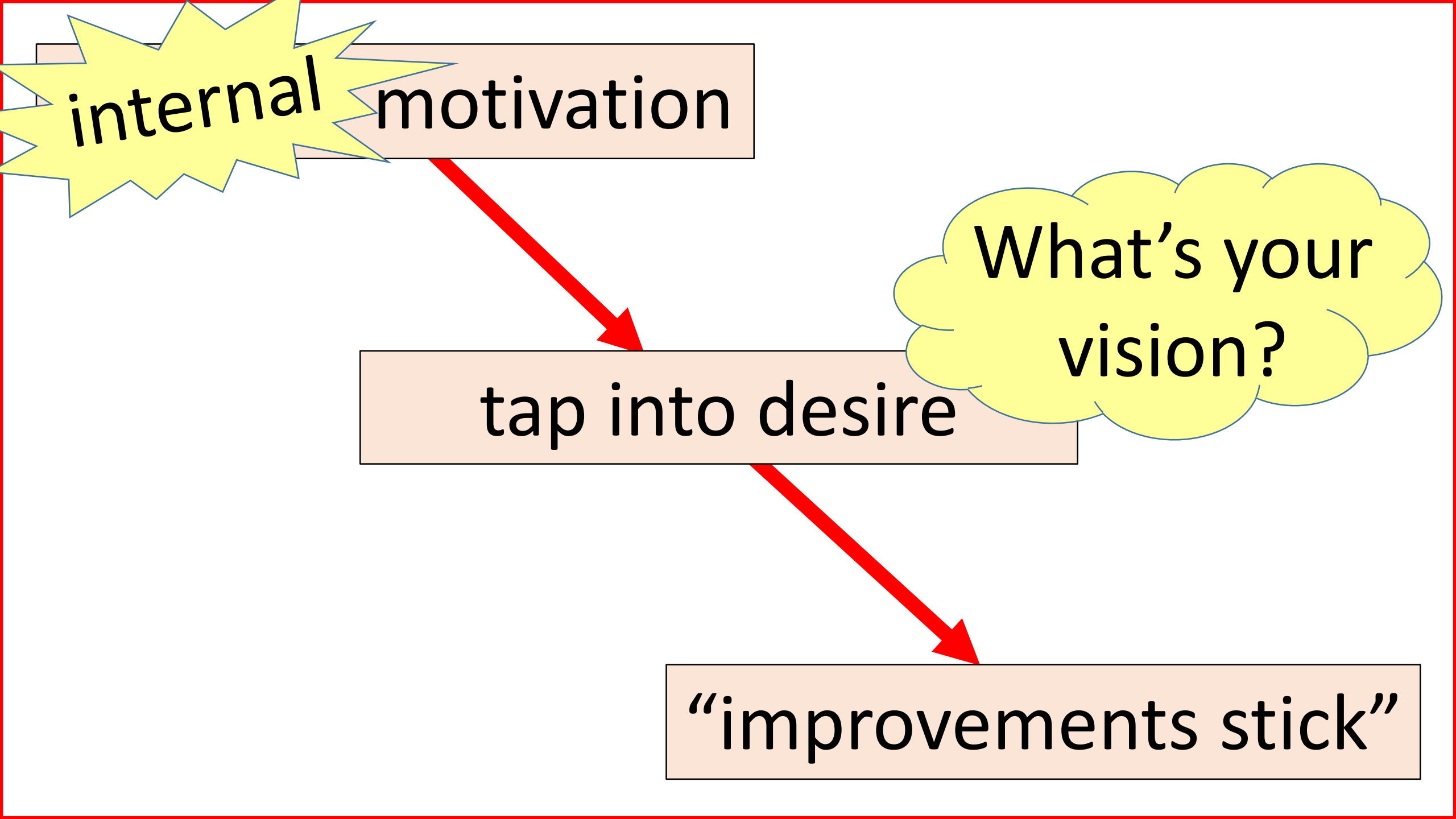

WAS
EA
CAVE

“You mentioned you wanted to…”

“We have an opportunity to…”

“When someone does ____ it reflects well on them because…”

“Would you like to talk more about this?”


internal
motivation
What's your vision?
tap into desire
"improvements stick"