

How to Get More  
Coaching Clients,  
Better Results and Greater  
Fulfillment...

Without Sacrificing  
Your Health or Sanity



THE PBT<sup>®</sup> INSTITUTE

**Dr. Debi Silber**

Founder of The PBT  
(Post Betrayal Transformation) Institute

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## **Introduction:**

Hi, it's Dr. Debi here. Welcome to: How To Get More Coaching Clients, Better Results And Greater Fulfillment Without Sacrificing Your Health And Sanity.

If you're struggling with getting clients in the past it's not your fault.

If you've been concerned in the past that you can't succeed with growing your business or practice, put those fears to rest.

If you think you can't get more clients or greater client transformations, that's not true.

If you've ever thought that it's hard growing a business without community, you're right.

I'm here to show you how to get more clients in a desperately needed niche that needs what you uniquely have to offer.

I want to help you get more clients and greater results without struggling because you didn't know that there was this proven model and niche that needs your attention and TLC. I want to help you grow your business without you having to do it all by yourself.

We've found that the only way for you to get more clients, community, support, and opportunities to showcase your specific expertise along with deeper transformations for your existing clients is through a proven research-based model with support, community, and opportunity.

That way is through our PBT Coach/Practitioner Certification program.

## **The story, the study, the discoveries:**

Who am I? I'm a holistic psychologist, a health, mindset personal development speaker, author, and coach.

I did a Ph.D. study when I enrolled in a program in Transpersonal Psychology. That's the psychology of transformation and human potential. I did that because I was blindsided by two painful betrayals. The first was my family and the second was my husband. I wanted to understand how the mind works, why people do these things and how I could heal. If you're watching this and if you've been through a betrayal, you know that it's devastating. These are the people that you counted on, you trusted, you thought had your back and it's always such a shock to the body and the mind.

So, I did this study on betrayal asking questions like: What holds us back? What helps us heal and what happens to us physically, mentally and emotionally when the people closest to us lie, cheat and deceive?

That study led to three groundbreaking discoveries:

1) There's this collection of symptoms so common to betrayal it's known as Post Betrayal Syndrome™.

2) Healing from betrayal is very different than healing from other types of crises like the death of a loved one, disease, natural disaster, etc. Because betrayal feels so intentional we take it so personally. The whole self has to be rebuilt in addition to all the other things you have to heal from. Rejection, abandonment, confidence, worthiness, trust, they all have to be rebuilt. That type of healing needed its own name which is now called Post Betrayal Transformation®.

3) We also discovered that while we can stay stuck for years, decades or a lifetime (and many of us do), if we're going to heal we're going to move through five stages. What's even more exciting is now we know what happens physically, mentally and emotionally at every stage and we know what it takes to move from one stage to the next. Why is that great? Because now we know healing from betrayal isn't just hopeful or possible it's predictable.

These discoveries were so exciting. They led to the opening of The PBT Institute which was a physical Center in New York (we've since gone completely online because it's more private and convenient for everyone.) It led to programs and products, [a new TEDx "Do You Have Post Betrayal Syndrome?"](#), a book *Trust Again*. A podcast [From Betrayal to Breakthrough](#) – so many exciting things. Based on what I discovered I healed from my betrayals too.

Rebuilding after betrayal is always an option; whether you rebuild yourself and move on (that's what I did with my family) or, if the situation lends itself, if you're willing and if you want to, you rebuild something *entirely* new with the person who hurt you (that's what I did with my husband). Not long ago, as two totally different people, we married each other again. New rings, new vows, new dress, and this time our four kids as our bridal party.

The most exciting thing about this is that once these discoveries were made, I knew millions of people would find comfort in knowing that there's this systematic approach to healing from something they thought they'd never recover from.

I started sharing these discoveries, but I didn't have the bandwidth to see enough clients in a day, so I created the Coach and Practitioner Certification program. Here is something so interesting that happened because I noticed this myself and then I noticed it with the Coaches/Practitioners too. I remember back in the days when I was a nutritionist and a personal trainer, I didn't always want to work out and eat well but I had to face clients, and it kept me on track. It's the same thing with teaching others how to heal from betrayal. I knew I was speaking about this topic. I was representing this topic. I couldn't afford to go down that slippery slope of staying stuck in the pain of my betrayals and Coaches and Practitioners found that it's the same experience with them too. It's like a little hack that ensures we all keep doing the work.

How does this apply to you? One of the most exciting discoveries was that there are *Five Stages from Betrayal to Breakthrough* and when we know this, there is this predictable way to know; "Oh, that person's stuck in Stage Three," or; "They're really in

Stage Two.” Or; “They’re in Stage Four. They just need a little boost to get them to Stage Five.” It’s a systematic measure of knowing where someone is and then knowing what they need to do to get to that next level.

While we have the program, the system, the community, what we don’t have enough of are enough qualified heart-centered Coaches and Practitioners who’ve been there, and they’ve healed and can use this protocol to help heal others.

This is a gigantic niche. It’s not just a partnership betrayal, or a family betrayal either. Those were two of my experiences but how often do you hear about a co-worker betraying you, a friend betraying you, or self-betrayal. It’s not even the big gigantic betrayals that affect us too. There are so many, and they all impact our health, business and relationships. Speak to anybody and I’m sure you’ll find they’ve experienced a betrayal and there’s a unique nature to it because there’s this combination of shock, anger, sadness, etc. Also, the more we trusted that person and the more our heart was involved, the deeper the betrayal. For example, a child who’s completely dependent on their parent and the parent does something awful, is going to have a different impact than let’s say, a co-worker taking credit for your idea. They’re both betrayals but the lasting impact is different. We need to learn how to work through these betrayals and heal from them, so we don’t keep having repeat betrayals.

### **So, we’re going to cover:**

- 1) How to know if you’re existing clients are struggling with an unhealed betrayal that’s keeping them sick, sad and stuck.
- 2) How to get more clients once you know about Post Betrayal Syndrome™ and Post Betrayal Transformation®.
- 3) How to get a steady stream of clients and community.

**Let’s get started with: how to know if you’re clients are struggling with an unhealed betrayal that’s keeping them sick, sad and stuck.** You may think, “Well what does a betrayal from years ago have to do with health, business, and relationships?” I’m going to tell you about my client Sue.

Before she says a word, you sense her fear, her anxiety, her stress, her pain. She can’t sleep so she’s taking something to help her sleep. She’s exhausted so she’s using sugar and caffeine for energy which is also one of the reasons why she’s been putting on weight recently. Her gut is wrecked, her immune system is shot, her adrenals have tanked. This is the typical profile of someone struggling with betrayal. Now how does it affect you in health, business or relationships?

In health. Here’s where we go to the most well-meaning doctors, healers, coaches, and therapists to manage a stress-related symptom, illness, condition, disease. At the root of many of them, it’s an unhealed betrayal.

In business. Maybe we deserve that raise or promotion. We want to ask for it, but our confidence was shattered in that betrayal, so we don't have the confidence to ask and we're bitter and resentful instead. Or, we want to be a team player, but we've been blindsided by the person we're closest to so we're afraid to trust others. Although your boss, co-worker or a team member wants us to play full out, we're afraid and that's because of that betrayal.

In relationships. I see this happening in two different ways. If we don't learn the profound lesson that betrayal was there to teach, we experience repeat betrayals. It's a different person but the same thing. Or, we put that big wall up; "No one's getting close to my heart again." Yes, we keep out the bad guys but we're keeping out the good guys too.

**Let's talk about: Post Betrayal Syndrome.** Post Betrayal Syndrome is this unique collection of physical, mental and emotional symptoms so common to betrayal. We have the Post Betrayal Syndrome quiz/assessment on our site to see to what extent people are struggling. It's amazing how common it is to stay stuck (that's something so common to a particular stage in those five stages I mentioned earlier).

Here's something you may find interesting. We've heard, "Time heals all wounds." That's not true. We've had over 6,000 people take the Post Betrayal Syndrome quiz. There's a question on the quiz that reads, "Is there anything else you'd like to share?" Here are just a few of the responses we've received:

"I felt stuck ever since my divorce 21 years ago and I've suffered physically, emotionally and mentally."

"I don't feel good enough to be loved, protected and cherished."

"The major betrayal in my life happened 31 years ago, and I still feel it acutely."

"After 40 years, that hate is still there."

"It's difficult to trust anyone anymore."

"Steady weight gain and thyroid issues."

"This betrayal happened eight years ago. I've gained a lot of weight and lack self-confidence."

"I was betrayed by my spouse. This happened 15 years ago now. It's still like it happened yesterday."

"I don't even know how to be me or even know who me is anymore."

"I get shaky and cold and feel like I'm about to throw up whenever I see something that reminds me of the pain." (That's a trigger). Plus, I don't feel happy and I cry a lot whenever I see something I didn't want to see."

"I'm afraid of being lied to or being taken advantage of again."

"I've had multiple betrayals in my lifetime, and now I suffer from major depression. I don't have the energy or will to do much of anything." (Remember I just said about how if we don't heal it, it keeps repeating?)

"It's been four years and I still can't move on. I still feel heartbroken."

"This is the most awful thing I could have ever imagined experiencing so far. I can only

imagine the loss of a child being worse."  
"I feel death would be better than feeling this pain."

If you've experienced betrayal, I'm sure you're nodding in agreement because you understand this pain. It needs a unique protocol so you can heal. You also might be thinking, "Do I have Post Betrayal Syndrome? How do I know and how do I heal?"

You can understand and serve your clients so much more deeply if you understand Post Betrayal Syndrome, what it creates and how it impacts all of these major areas of life. I'm a big believer in, "You can't change what you're not aware of". So, step one is to become aware of what symptoms may be left in the wake of your betrayal(s), so you know what you're working with. It's a great opportunity to clean up your own betrayals, both big and small, and then you can be in a position to help other people.

**Let's talk about: how to get more clients once you know about Post Betrayal Syndrome and Post Betrayal Transformation.** Many people think, "Well, I'm not a therapist or trained in betrayal. How can I help someone who's struggling to heal?"

Let me tell you a quick story about Sharon. She's a life coach, Sharon's a coach doing amazing transformational work with her clients. She does events and retreats, she sees clients and didn't really understand that betrayal can leave such physical, mental and emotional symptoms in its wake. Through this work, she cleaned up her betrayal (that she thought she healed from) and now her work is so much deeper, so much richer, so much more rewarding. Her clients are having such better transformations because she was already doing amazing work with them. Now that she has this extra level to go with them, it's taking her business to a much different and deeper level. The transformations are so much bigger because she's accessing things that she didn't have access to before because she didn't know about this.

**Have you been through it?** You can learn the most amazing, wonderful concepts and ideas but unless you've been through something, you don't have that deep understanding of truly knowing what it feels like. I remember back when I was a Nutritionist. Sometimes, people would come to me wanting support with anorexia or bulimia. I would always refer those clients to someone else because I didn't truly understand it and while I could offer suggestions and advice, I wouldn't be able to serve them as well as someone who's had that experience (either personally or watched someone they love experience it). In another example, let's say someone loses a child. I can be as empathetic as I can, but I can't truly understand what that feels like. On the other hand, I *can* understand what betrayal feels like. When someone knows you've been there, you have the tools to support them and you also have the understanding, it's more than half of it right there. That's when you can fully help others heal from what you've healed from.

**Coaches, doctors, therapists also might think, "How would this help me get more clients?"** Once becoming certified, you have this array of additional tools in your tool belt to add to the wonderful work you're already doing with your clients. Once you're certified, you're also part of a global PBT Certified Coaches and Practitioners network,

so anyone looking for this type of support within our community can easily find you. Our certification program teaches you what you need to know to help someone move through betrayal so they can create the health, the relationships, the lifestyle they deserve. We also want to help you grow your business because when people struggling with an unhealed betrayal find the right type of support they need, they heal. The wrong type of support does more harm than good.

**So now, let's talk about: How do you get more clients and community?** You may be thinking, "I don't know where to look for or how to get consistent clients or community". Let me explain. Our Coaches and Practitioners are eligible to work with members of our community as part of what our members receive as part of their Upgraded membership. Members get to know you through classes taught by our certified PBT Coaches and Practitioners. If they want more time, they can book that time, and we promote you through our resource directory. I know I hinted at it. Let me really explain how all this works. The PBT membership community, there is nothing like it. It includes every single thing anyone would ever need to heal from betrayal physically, mentally, emotionally, psychologically, and spiritually.

Members are getting content, they're getting classes, they're getting support. They're getting community, they're getting these amazing curated experts who are coming in to teach. One of the most profound and transformative things they're getting is time with Coaches and Practitioners. It's the Coaches and Practitioners who are the ones seeing the members. They're also the ones teaching the classes.

We also have two levels of membership, Standard and Upgraded. It's the Upgraded members that are entitled to one session a month with either a Coach or Practitioner and that could be you. Also, Coaches and Practitioners are listed on our directory so the members can look up all of the Coaches and Practitioners and see who would best serve their needs for that particular month.

Here's something that we're doing too which is really exciting if you're thinking; "I don't know how to get clients." You don't have to! We're the ones getting members into the community. What they're doing is scheduling their time with Coaches and Practitioners. We're providing the opportunity for you to share your unique skills through these classes that showcase you. If they want additional sessions with you, in addition to the ones they're entitled to through their membership, they can book that too.

What this looks like is, once you become a certified PBT Coach or Practitioner (certified coaches are coaches and healers, certified practitioners are doctors, therapists, psychiatrists, psychologists.) Once you're certified, you're part of this community where we're giving you the opportunity for our members to get to know, like, trust...then work with you. It's like we're giving you the fishing pole to fish in a very busy pond where all of the fish are 😊 .

We want you to fill up your schedule and work with as many of our members as possible. If they want more time with you, which would be wonderful, they're

encouraged to do that. Here's also something that's very different about our certification. I know with a lot of certification programs, you're only supposed to teach the model you've learned through that certification. I don't agree with that, because I feel like other modalities that you're already trained in can be such a wonderful addition to our model so we're encouraging our certified Coaches and Practitioners to also include healing processes and modalities that can be beneficial to members. I also wanted a way to showcase each Coach and Practitioner and find a way to differentiate them so what we're offering is exclusivity per category.

What does that mean? That means, let's say you specialize in some sort of trauma work, some modality or strategy (like EMDR, tapping, etc.), or some very specific niche (maybe you work only with men or you only work with couples for example). *Once you claim it, that's your category* so members who are looking for a certain type of support can find you and no one else who's certified also has that as their exclusive topic. The idea is now you're trained in our model plus you also have the wonderful work you do. Plus, you specialize in that one thing and no one else can specialize in it so while all PBT Coaches and Practitioners are certified, it's a way of differentiating you from everyone else because we want you to stand out.

Our members are seeing Coaches or Practitioners as part of their Upgraded membership and they're entitled to see you once a month (**we're paying you for these sessions**). If they want more sessions, they can purchase more, and you'd be the one choosing the pricing-it just goes through our system so we can track it.

Now here's the thing. You're teaching classes to our members. It's the best way for members to get to know, like and trust you and at the same time, you get to showcase how great you are. You're now in front of both levels of membership, our Standard and our Upgraded members and you're also listed on our resource directory. So now they have a few ways they're able to learn more about you and your specialties. As I mentioned, there's also exclusivity per category, which is so wonderful because, everybody is trained, certified in the *Five Stages from Betrayal to Breakthrough* and they're also coming in with all of their own wonderful experience in their own modalities or even just personal experience with healing from betrayal. And, they get to specialize in a topic or niche that becomes theirs so members who are looking for that specific specialty can find them. That's not to say that everyone needs a specialty, but if you have one, as soon as you claim it, it's yours to teach.

### **So far we've covered:**

How to know if your clients are struggling with an unhealed betrayal that's keeping them sick, sad and stuck.

How to get more clients once you know about Post Betrayal Syndrome and Post Betrayal Transformation.

How to get the steady clients and community through the (PBT) Post Betrayal Transformation Certification program.

Now I want to formally introduce you to it and give you a summary of what it's about and what's included.

**What the (PBT) Post Betrayal Transformation Certification program is about:**

Helping you get more clients and create greater client transformations, quicker personal transformations for you and your clients. For example, if you don't really know betrayal is at the root of it, and you're trying all these other things, sure, you can get somewhere at some point but if you know exactly what stage someone's in and what it takes to move them from one stage to the next, you can move them forward more effectively.

Then you add your own modalities as well as ours too; can you imagine how much quicker they can transform and then how grateful they'll be to you because you helped them on such a transformative level? I'm introducing you to this niche that so desperately needs your support. Ask anyone, and they'll tell you about a betrayal that they've had. Like I said, it's not always those big gigantic ones, it's the micro betrayals. It's the, "Oh, it's no big deal," betrayals. It's the self-betrayals. It's the body-betrayals. Knowing about this will also help you take less time to move through your own betrayals once you know about Post Betrayal Syndrome, Post Betrayal Transformation, and the five stages. This way, you're clearing up your own unhealed betrayals that may need your attention, you're being introduced to a huge niche that needs lots of your support working through both the big and the small betrayals, and also, you're growing your business through our community.

**Here's what you receive:**

With the PBT Coach and Practitioner Certification program, you receive:

The training where we're walking you through the Five Stages from Betrayal to Breakthrough, from both the clients' perspective and then from the Coach/Practitioner perspective

The experiential activities and assessments, so you can understand the information and use it with your existing clients. It's an additional tool in your tool belt. The training also gives you time to develop your unique style and become known for your own skillset

Ongoing training with me for best practices, and updates

A private forum for all of the Coaches and Practitioners to get ideas and support

Once you're certified, you're listed in our directory

You're teaching classes to our members (so they get to know/like/trust you)

You have the opportunity to hold one-to-one sessions with our clients. We're showcasing you to all members, giving you direct access to the members within the community.

You get to claim a specialty if you have one and it's exclusive to you

## **So, certification includes:**

The Betrayal to Breakthrough program from both the client and the Coach/Practitioner perspective

A quiz and a case study conversation with me where I'm giving you a few case studies of people who are likely to be coming your way

You're also receiving exclusivity per category or tool or strategy. Once you claim it, it's yours, and then nobody else can specialize in that

You're added to our resource directory

You're teaching classes to our members

You have the opportunity for the Upgraded members to schedule their sessions with you which we pay you for

You have the opportunity for Upgraded members to schedule additional sessions with you if they choose based on your agreed upon fee as long as scheduling goes through our portal

Once you have the certification, we don't just have you use it on your own with whatever clients you may have (although you can if you choose). Once you're certified, we want you to use it within our community. Let's put you in front of all of our people. Let's give you an opportunity to be showcased, an opportunity for them to get to know, like, and trust you and the potential to work with them one on one, and then they can schedule more sessions with you as they want.

## **Who is this for?**

Any coach, healer, doctor, or therapist who wants to specialize in this much-needed niche.

Any coach, healer, doctor, or therapist who wants to be part of a growing community and mission.

Any coach, healer, doctor, or therapist who wants to clean up their own unhealed betrayals and then help others do the same.

Any coach, healer, doctor, or therapist who wants to help people heal, grow, evolve, learn to trust again, love again, feel safe again. (One thing I'll teach you also is my four-step trust rebuilding process which you'll love).

Any coach, healer, doctor, or therapist who wants more clients, without doing it on your own.

I've been in my own business for over 28 years and it's hard. We're creating an inclusive community and opportunity to help you while you help our members.

### **So why don't people get started?**

You might be thinking you can't get started because of the time. Most of this is done on your own pace, or your own schedule, and it's completely online.

Here's what you get.

The certification program, which is a \$5,000 value, and of course, it's way more than that. The tools, The Betrayal to Breakthrough program for both the client and the Coach/Practitioner perspective

The exercises, assessments and experiential activities which you're welcome to use once you have them.

The forum. We're going to give you a private forum with other certified Coaches and Practitioners so you can talk and be together

Group calls with me to talk about client questions, best practices, and more

### **With these tools, you'll be able to:**

Understand the *Five Stages from Betrayal to Breakthrough*, Post Betrayal Syndrome and help your clients achieve the state of healing called Post Betrayal Transformation.

You're going to be able to clean up any of your own unhealed betrayals that's been preventing success in business, health, or relationships.

You'll have the tools you need to help your clients move forward.

You'll have the opportunity to grow your existing business through our community, through both our members and new clients you'll work with now that you have these skills and tools.

You'll be listed in our directory.

You'll have the additional opportunity to schedule extra sessions with Upgraded members if they'd like to work with you more deeply.

You'll be showcased as you teach classes to both Standard and Upgraded members.

If you have one, you'll be able to claim a specialty that's yours to teach.

With these tools, you can get rid of wondering why you're struggling to trust again, feel safe again, let your guard down, feel confident, worthy, lovable, deserving, healthy, back in control, energetic and more. All of that gets healed.

You can get rid of wondering and trying to figure out how to grow your business on your own, because we're actually bringing you into our community.

You can get rid of the idea of extra marketing on how to find people because *we're finding them for you.*

You can get rid of the idea of finding separate tools, resources to help your clients heal from betrayal because that's what we're giving you.

**I didn't have *any* of this. I didn't have tools or strategies, support or community.** None of this existed. The study proved how desperately we needed all of this, along with what happens at every stage, what's needed to move from one stage to the next, what gets destroyed and shattered, and what needs to be rebuilt. That's all been figured out and that's what we teach during your certification.

**Let's talk about: the time and money saved through certification.** This is going to save you so much time because this is a proven research-based model that works. I went back to school to get a PhD. I'd already been working with clients for decades. The time has been spent. The research has been done. The discoveries have been made. We're giving you the community and the opportunity to work with our members.

Think about how much time and money it would cost you to go through a PhD program, do the research, conduct the study to discover the results. I've been in business working with thousands of clients online and offline for 28 years as a health mindset personal development coach, teacher, trainer, invested in personal development courses, certifications in mastermind programs. Everything that's worked is included in your training.

You might be thinking; "Well, I can't do this because I don't know where to start, what to learn, what I have to do." You don't have to. We walk you through all of it. Once you're trained, we're bringing you into the community, we're giving you the opportunity to teach, and you're eligible to then work with our members to grow your business through our community and have these tools to do deeper transformational work with your own clients if you choose. We're inviting you to use our model into your wonderful existing work. This isn't, "Okay, learn our model and use it instead of yours." No. We're saying, "What a beautiful merge of our model plus yours." Now, think about all of the coaches and practitioners who each have their own incredible specialties. Whether they're brand new and they just have their own personal experience, which is worth so much, and such a desire to help people, or they've been working with clients for 20, 30-plus years, and they've had all of their experience in modalities, trainings, and specialties. I'd be crazy to think my model is the only model that works and that's why we're encouraging you to use the best of what you know with what you've learned in our certification. Our research is proven. I know this gives people this lifeline, so they understand where they are and what they need to do to move to the next stage of their healing, but I welcome all of these other modalities because they're wonderful.

## **Again, here are the tools and resources you receive:**

- Betrayal to Breakthrough program, both from the client and the coach perspective
- The exercises, assessments and experiential activities
- The forum with the other coaches and practitioners
- Group calls with me to talk about best practices and so much more
- The value of 28 years plus worth of thousands of dollars and hours in education, credentials, certifications, mastermind groups coaching and more.
- The resource directory
- The ability to be showcased to members by teaching classes within the community
- The opportunity to work with Upgraded members (and get paid)
- The opportunity for Upgraded members to schedule additional sessions with you
- Exclusivity per category/niche/specialty

I know that anyone who values personal/professional development understands this. You understand the value of investing in yourself.

I added it up and it really was between \$350,000 and \$500,000, but I knew you'd never believe me 😊 . Really when you think about it, add all that up and you can see that that's true. I'm bringing the best of what works leaving out any single thing that doesn't work. This is the best of: the PhD in Transpersonal Psychology, master's in Nutrition, holistic dietitian, whole health coach, functional diagnostic nutritionist, personal trainer, NES practitioner plus decades of personal development masterminds, programs and courses.

## **Here's what you're going to get:**

The PBT Coach Certification, Coach Practitioner Certification program, the Betrayal to Breakthrough program that walks you through from both the client and the coach practitioner perspective

All the exercises, assessments and experiential activities.

The forum where you're with the other coaches and practitioners, group calls where I'm walking you through everything, 28 years' worth of what's worked from every modality I've ever studied.

That's valued at \$105,000 (it's really worth around \$500,000 but I thought you wouldn't believe me if I wrote that 😊). What else do you also get?

You're eligible to work with our clients and our members once your training is complete. I had to go through creating the programs, figuring out what works, doing the research and then finding the clients. You don't have to. We've done that and that's included. You're of course welcome to find as many as you want on your own, but within our community, that's our job.

The ability to have time with clients once training is complete. I've done all the work that took years and mistakes, (plenty of mistakes) to figure out between the PhD, the study the discoveries, the programs, what people want and need, what they don't, PBS, the quiz, all of that. I've hired the tech, built the systems, found what works. Now here's the thing too. You're eligible to teach and work with clients once your training is complete.

Now, you might be thinking, "Well that's too hard". Here's why that's not true and that thought will hold you back. We've created a step by step approach for you. If you haven't spent a lot of time working with clients, we're going to wait until you're ready and you're comfortable, but we give you the tools, the support, the accountability, the community and like I said the clients. Even if you're coming in as a brand-new coach, but you've had a traumatic experience with betrayal, that's a great start!

Being eligible to teach and work with our clients and members once training is complete, that's \$5,000 value.

When you think about it, now there's all of the certification pieces, there's the forum, there's a group calls with me. There's the value of everything that I know, all the mistakes, all the what's worked, what hasn't, all the tech that we built to get this membership portal going in the whole community. We're at \$110,000 so far. It seriously would be like \$400,000, \$500,000 but like said, I'm keeping it low, so you believe me. I'm not done. You also get, let's see. Private time with me, course certification and so much more.

I had to go through creating this, redoing it, adding more, making it slower. The tech costs, the designer costs, time to get the tech help, thousands of clients over the last 28 years online and in person. If you have online products and programs, you may have used certain platforms and that didn't work out and then you move your programs to different platforms, and you had online help like tech help, virtual assistants, hiring coaches to help you learn, and products and programs that you took to help you learn it faster. I know, because I've done it.

We did the work, we created the model, we created the community, we built the systems, we created the modules and we put in the thousands of hours in working with clients and conducting a research-based study.

Take for example, the Post Betrayal Syndrome quiz. We've had over 6,000 people take that quiz. The data we're getting from that information is incredible. All of that I valued it at \$5,000.

So, think about what you're getting so far. The certification program where we're walking you through from the member perspective and the coach practitioners' perspective, all the assessments, exercises, experiential activities that you use on yourself, you can also use going forward with your clients. The forum, the group calls with me, the value of almost three decades worth of work here. The opportunity to be in front of our members, teaching, showcasing you to your perfect audience, and then being able to work with them one on one. The private time with me, etc. with a value at \$115,000 so far.

**Bonus #1: I thought this was the greatest bonus to include.** I have the *From Betrayal to Breakthrough* podcast. We have the most dedicated listeners every week that listen and who love this podcast. What I'm doing for the coaches and practitioners is...**I'm doing a dedicated show interviewing you, to your exact audience talking about your certification!** If you've ever done any sort of marketing, if you've ever hired someone for PR, it costs thousands of dollars a month and then you can be placed in front of a general audience. It may not even be to your ideal audience.

For example, I was in the Dr. Oz Show years ago and while it may seem impressive, it didn't lead to any new business. The topic I was on for (it was a fitness segment) wasn't the right topic for that audience. Now, while you may be thinking: "Wow, what a great opportunity!" The truth is, it's only a great opportunity if you're reaching the people who are interested in your message. So, if you're certified and you're teaching people how to heal from betrayal, and then I'm putting you in front of my podcast audience of people who are struggling with healing from a betrayal, it's the perfect match. I'm showcasing you on the *From Betrayal to Breakthrough* podcast, it's your ideal audience. What kind of marketing would you have to do? How much would you have to spend to get in front of that ideal audience? So, your certification includes being a guest on my podcast where I highlight your certification. Everybody listening wants to heal from betrayal, that's who listens to the show. **This is one of the best and most valuable PR opportunities I can think of to showcase your new certification to the exact population who needs what you have.**

Members who see your classes or work with you are choosing you because of your skillset, just as they choose others if they had different needs. We're bringing them to you and giving you the space to showcase you, what you do, how you can help them. Like I said, we're inviting you to choose a specialty because once it's yours and once it's claimed, it's off the table for anybody else. We valued that at \$5,000.

Think about this: the certification, all that goes with it. The forum, the exercises, assessments, experiential activities, the forum where you're with all of the other coaches and practitioners. Group calls with me, the value of 28 years and hundreds of thousands of dollars worth of education, credentials, certifications, mastermind groups, coaching and more. The eligibility to teach and work with our clients once training is

complete and that's to the groups. Then on top of that, the ability to see more members who want to work additionally with you and being a guest on *the From Betrayal to Breakthrough* podcast. When you add this up so far, it's valued at \$120,000.

Well, obviously I'm not going to charge you \$120,000, but if I charged you \$20,000 and all it did was show you how to get more clients in a desperately needed niche that needs what you have, would it be worth it?

If all it did was help you learn a proven, research-based, proven system to better serve your existing clients, would that be worth \$20,000?

If all it did was enable you to fill your coaching practice through our referral and resource directory, would that be worth \$20,000?

If all it did was clear up your unhealed betrayal that's been affecting your health, your business, your relationships, would that be worth \$20,000?

### **I had two choices.**

1. I could make it cheap, but then I'd have to leave out a lot of these great tools and resources.
2. I could make it really valuable.

What would it be worth to you if you were able to get more clients, what would that be worth to you?

If you were able to create greater client transformations, what would that be worth to you?

How about if you could clear up any of your unhealed betrayals that's affecting your business, your health, your relationships?

Or, if you could stop, repeat betrayals.

Or if you could clear up that adrenal issue because your adrenals are freaking out because of the stress from that unhealed betrayal, think about it, what would that be worth?

A \$120,000 value, it's way higher, but I knew you wouldn't even believe me. That's a low number.

It's valued at \$5,000, but I'm not doing that. What I'm doing is I'm giving you a special discount because this is new. While it's new, it's also so deeply needed. My intention is to help as many people as I can heal from betrayal. To do that, I needed to figure out a

way to leverage this message. The only way I can do that is to get enough of the right qualified, heart-centered support together, so that these people can be served.

The right type of support is crucial. For example, someone just on the Post Betrayal Syndrome quiz said; "I'll do anything but go to another therapist that blames me or tells me to stay in a relationship with him now." This is so common when someone who's not highly skilled in this. It does more harm than good and maybe that's something you've experienced personally so you know that firsthand.

**This is the PBT Coach or Practitioner Certification program.** There's a slight difference in the Coach or Practitioner certification once you're certified. **Did I mention we're paying you?** When you see our clients, our members in the community, if you're eligible, we're paying you for those visits, by the way. There's a bit of a differentiator between how much we're paying the coaches and how much we're paying the practitioners and the difference in title. The training is the same.

You're not paying \$120,000 and you're not even paying \$5,000.

**Your investment is only \$2,497 and I'm doing that because I know how much this is needed and I want you on board.**

[ThePBTInstitute.com/getcertified](http://ThePBTInstitute.com/getcertified).

**You've got two choices:**

1. You can get started
2. You can do nothing

The real question is, is it worth gambling a few minutes of your time to check this out? Even if it does *half* of what I claimed, it would pay for itself so quickly once I work with you, once you use the materials for yourself. I'm not even talking about how to grow your business.

**Bonus #2: If that wasn't amazing enough already, I'm also including a private session with me** because anybody who's coming into the certification program, I want to meet with you, I want to speak with you. I want to give you my experience and shortcuts and help you succeed.

As far as a private session with me: I had to figure this all out by myself, you're getting the benefit of that. The person who made the discoveries, did the model, healed from it. You have the opportunity to ask me any of your questions to shorten your learning curve.

So, as bonus #2, enroll in the PBT, a Coach/Practitioner certification program and I'm including a private session with me. I don't do private sessions anymore but that's valued at about \$1,000.

### **One last time. Enroll in Certification and receive:**

The training, the certification program, all of the assessments and experiential activities that you're welcome to have and use. The forum, the group calls with me, the value of hundreds of thousands of dollars and thousands and thousands of hours, you're eligible to work one-on-one with our members that we pay you for. Of course, we're putting you in front of our members. You're teaching them and you claim your specialty, and then it's off the table for anybody else

### **Two Amazing Bonuses:**

- 1- You're a guest on the ***From Betrayal To Breakthrough*** podcast. It's like here's your audience and now here I am saying how great you are and how wonderful you are, what your specialty is going to be, and what you'll be teaching within the community.
- 2- The private bonus session with me

It's valued at \$121,000 but we're not charging you that. I just have to show you the value of it. It's actually worth a lot more.

Again, the certification program, the assessments, the all of it, the forum, the group calls, the value of hundreds of thousands of dollars and hours eligible to teach and work with our clients. One on one that we pay you to do, teaching classes where you're being showcased. They're getting to know, like and trust you. The course, the certification, the private time, being a guest on my podcast where I'm just saying how awesome you are, claiming your specialty, your niche, the private session with me.

### **Your Certification: All of that for only \$2,497.**

[ThePBTInstitute.com/getcertified](http://ThePBTInstitute.com/getcertified).

The certification program \$2,497, get started at [ThePBTInstitute.com/getcertified](http://ThePBTInstitute.com/getcertified).

### **Now you really have two choices.**

#### **You can say no because:**

- It's too expensive.
- It's too hard.
- It's too time-consuming.
- It's too scary.
- I don't trust myself or trust that I'll do it.

#### **Or you can say yes:**

- I want to clean up my own unhealed betrayals.
- I want to be part of a like-minded community.
- I want to help my clients more deeply.
- I want to serve this niche that needs my help.
- I want to get more clients.
- I want to earn more money.

I want to help clients achieve life-changing results.  
I want to be part of this movement and this mission.

We would love to have you join us. I have a saying that I say around the community. It's so simple. You can apply this to any aspect of life and you'll find that it fits.

**Hard now, easy later. Easy now, hard later. Take your pick, it's going to be one of those two.**

A lot of us choose *easy now, hard later* and it looks like this: "No, it's too hard, I'm not going to do it." And, they are no better off than when they started.

*Hard now, easy later* looks like this: "Well, this is new and different and a little uncomfortable and unfamiliar. I have to put the time in (about a half-hour a week). But, it's worth it". When they do that, they realize: "I'm going to be handed this community. I'm welcomed into to this community. I get to specialize in this modality I've been teaching that no one knew of, and now that's what I'm becoming known for in this community who so desperately needs what I have to offer. I get an opportunity to be in front of them and teach classes. I get an opportunity at some point to work with them and get paid for it. Then if they want to work with me further, that's the price the member and I agree upon. I can do that too?!"

**Hard now, easy later. Easy now, hard later. Take your pick, it's going to be one of those two.**

I want to thank you so much. We hope to showcase you, I hope to be bragging about your certification on the ***From Betrayal to Breakthrough*** podcast. I want to thank you so much, reach out if you have any questions. This is a gigantic niche that needs your attention and needs your support. They don't just need support, they need *the right* support from people who've been there, done that, have a protocol and system to help them heal and to bring in their own wonderful tools too. I want to thank you so much and hope you'll join us.

To your success!



**Dr. Debi**