



# Curriculum & Program Guide

*Welcome to the Wholistic  
Wellness™ Revolution*

TEXT "INFO" TO 818-722-8977 FOR MORE INFORMATION.  
USA & CANADA NUMBERS ONLY

Email: [info@storrieinstitute.com](mailto:info@storrieinstitute.com)  
Website: [www.storrieinstitute.com](http://www.storrieinstitute.com)

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## ABOUT THE FOUNDER

Dr. Christine Manukyan is a PharmD, Wholistic Wellness Coach™, 4x best-selling author, and host of the STORRIE™ Podcast. Her passion for holistic health led her to leave the corporate pharmacy and create STORRIE Institute™, which provides other clinicians with a financially viable and legally sound approach to offering holistic services without compromising their medical, health, or wellness training. Her focus is on teaching an entrepreneurial mindset to compete and win in the market and create a quantum leap forward in the field of functional medicine and Wholistic Wellness™.

As a highly futuristic achiever, Dr. Christine has the ability to foresee the trajectory of market trends and produce real, strategic solutions. She wants to instill this mindset and skillset in her students so they can access and serve clients in a virtual world while taking charge of their financial futures. With her leadership and expertise, Dr. Christine is pioneering a new gold standard of care and leading the Wholistic Wellness™ revolution.

A stylized, handwritten signature in black ink, appearing to read 'Christine'.

Founder, STORRIE Institute™





Welcome to the world's leading Wholistic Wellness™ certification programs for clinicians, wellness practitioners, coaches & holistic professionals.

STORRIE Institute™ is empowering clinicians to restore the quality of life for millions of clients around the world.

## Our Vision

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Every clinician integrates Wholistic Wellness™ Coaching into their practice, and this approach becomes the gold standard of care.

## Our Mission

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STORRIE Institute™ is on a mission to impact one million lives around the world by equipping thousands of clinicians, wellness practitioners, and holistic professionals with the business skills to build successful Wholistic Wellness™ practices.



The time is now to change lives around the world.

Join the Wholistic Wellness™ Revolution



# Wholistic Wellness Coaching™ can include services of many kinds



Wholistic Wellness is the return to our natural state of health by adopting a lifestyle that supports your body's innate ability to heal and thrive. Wholistic wellness encompasses all forms of medicine, and doesn't rely on just conventional or western medicine alone.



# What does Wholistic Wellness Coaching™ accomplish?

Wholistic Wellness Coaching™ gives you the skills to help your patients and clients make real change. The NY Times has recently endorsed health coaching.

***“We Could All Use a Health Coach.”***

Health coaches can give patients the tools they need to improve their own care and well-being, but they aren't widely available.

*“The doctor may tell a patient ‘eat less, exercise more, take your medicine and come back in three months,’ but not how to execute this plan,”* said Dr. Rushika Fernandopulle, a primary care doctor in Hyannis, Mass.





# Unlocking Your Potential:

## STORRIE Academy Certification™

### 6-Month Certification Program



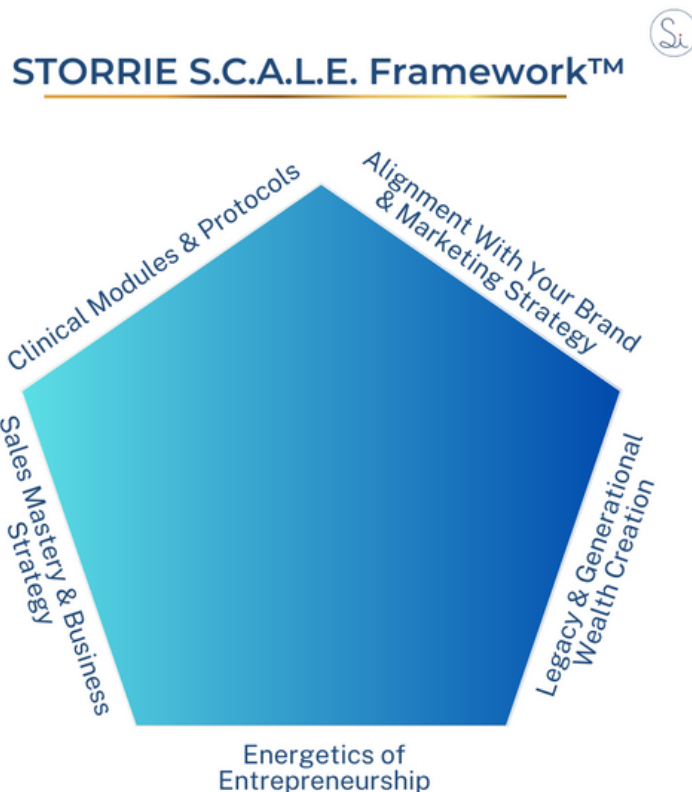
# STORRIE Academy Certification™

## Curriculum Breakdown

STORRIE Academy™ Certification is a 6-month certification program that offers pre-recorded business & clinical skills coursework and live training. In addition, this program provides live training sessions that will be held three times per month, and all sessions will be recorded in case you can't attend live. Rest assured this curriculum is designed around a full-time work schedule, so you can go at your own pace while also receiving live instruction and real-time feedback.

## Module Topics:

The curriculum covers a wide range of diverse topics and perspectives for a holistic educational experience using the STORRIE S.C.A.L.E. Framework.





“ My way started to appear as soon as I came across Dr. Christine Manukyan, through LinkedIn. On my quest to search for answers to all my questions and doubts about my future, she was the light at the end of a very dark tunnel. I was lucky to find a mentor who united me with my passion, and lifted me up. After we connected, I was honored to earn a scholarship as her very first intern within STORRIE Academy. In March 2021, I experienced a breakthrough, as I entered the world of functional medicine. Since then, I've been offered constant opportunities to learn and grow.”



Dr. Rojan Ghorbannejad, PharmD





## S- Sales Mastery & Business Strategy

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- Training Topics:
  - One Conversation Close
  - Launch Process
  - Lead Generation
  - 7 Steps to Clarity & Momentum
  - Managing Client Expectations
  - + so much more

## C - Clinical Trainings & Protocols

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- Training Topics:
  - Hair Tissue Mineral Analysis (HTMA) Test
  - Gut Health
  - Hormonal Health
  - Functional Medicine Lab Essentials
  - Nutrients & Supplements
  - Food Sensitivity Testing
  - CBD
  - Environmental Toxins
  - Wholistic Weight Loss™
  - EMF & Light Therapy
  - Metabolic Dysfunction
  - + so much more

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## A - Align Your Brand & Marketing Strategy

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- Training topics:
  - Content Creation Tools (How to use A.I.)
  - Authority Magazine & Other Publications Pitch
  - How to Create Webinars
  - Marketing Pyramid
  - Stories That Sell
  - 7 Types of Lead Magnets
  - + so much more

## L - Legacy & Generational Wealth Creation

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- Training topics:
  - Trauma-Informed Leadership
  - Visioning & Goal Setting Workshop
  - 3 P's of Your Offer: Pricing, Packaging & Positioning
  - Live Events & Community Building
  - Generational Wealth Creation
  - + so much more

## E - Energetics of Entrepreneurship

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- Training topics:
  - Rewriting Your Story: From Your Current Story to Your New One
  - Productivity 101
  - Preprogram Your Mindset
  - Power of Gratitude
  - Overcome the Imposter Syndrome
  - Getting Over the Fear of Being Visible Online
  - Breathwork Sessions
  - + so much more

# STORRIE Academy Roadmap

	Sales Mastery & Business Strategy	Clinical Trainings & Protocols	Alignment With Your Brand & Marketing Strategy	Legacy & Generational Wealth Creation	Energetics of Entrepreneurship	
MONTH	S	C	A	L	E	MILESTONES
1	One Conversation Close: Sales Mastery	<ul style="list-style-type: none"> <li>HTMA Modules</li> <li>HTMA Course</li> </ul>	Content Creation Tools	Trauma Informed Leadership	Rewriting Your Story: From Your Current Story To Your New One	<ul style="list-style-type: none"> <li>Create practitioner account with Trace Elements &amp; order your HTMA Test</li> <li>Share on social media that you now offer HTMA testing</li> <li>Interpret your results &amp; come up with the recommendations</li> </ul>
2	Launch Process	<ul style="list-style-type: none"> <li>Nutrients &amp; Supplements Part 1</li> <li>Nutrients &amp; Supplements Part 2</li> </ul>	7 Types of Lead Magnets	2023 Visioning & Goal Setting Workshop	Productivity 101	<ul style="list-style-type: none"> <li>Create a freebie!</li> <li>Schedule your live launch.</li> <li>Start implementing 21 day launch checklist</li> </ul>
3	Lead Generation	<ul style="list-style-type: none"> <li>It All Begins In The Gut</li> <li>Gut Health Part 1</li> <li>Gut Health Part 2</li> <li>Gut Health Part 3</li> <li>Gut Health Part 4</li> </ul>	Authority Magazine Pitch	How to Calculate Your Income & Conversion Rate	Reprogram Your Mindset	<ul style="list-style-type: none"> <li>Pitch to publications (HARO or Authority Magazine).</li> <li>Finish up or update website.</li> <li>Implement email marketing.</li> </ul>
4	7 Steps To Clarity & Momentum	<ul style="list-style-type: none"> <li>Hormonal Health Part 1</li> <li>Hormonal Health Part 2</li> <li>DUTCH Test</li> </ul>	How To Create Webinars That Convert	3 P's of Your Offer: Pricing, Packaging, Positioning	Power of Gratitude	<ul style="list-style-type: none"> <li>Schedule your live webinar (minimum 30 min long)</li> <li>Pitch to podcasts.</li> <li>Identify expert topics to discuss.</li> </ul>
5	Client Expectations	Catch Up on Required Clinical Trainings	Marketing Pyramid	Live Events & Community Building	Overcome The Imposter Syndrome	Catch up on ALL required Clinical Trainings in preparation for the upcoming test.
6	21 Day Launch Checklist	Catch Up on Required Clinical Trainings	Stories That Sell	Generational Wealth Creation	Getting Over The Fear of Being Visible Online	Launch Week: It's show time - it is time to do your first big launch!



## What happens when I complete the STORRIE Academy™ Certification Program?

When you complete the STORRIE Academy Certification™ Program, you will have a strong foundation for a wholistic wellness practice that creates more impact for your clients and higher levels of satisfaction, better work-life balance, and less burnout for you. Graduates of STORRIE Academy Certification™ have the option to test for their Certified STORRIE Wholistic Wellness Coach™ designation. The full process for the certification requires 6-months of dedicated study and application. You have lifetime access to the modules, so you can go back and review at any time!





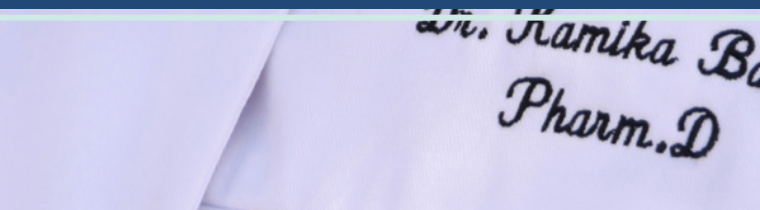
“

I found myself drawn to functional medicine and to a woman named Christine Manukyan. I'd see her ad on FB and one day decide to attend her class on FB live. Everything she was saying resonated with me. She lit a spark under my butt to stop talking about doing something else and start doing it. So I joined the STORRIE Institute and invested in myself and in my future.

”



Dr. Kamika Baylor, PharmD





# STORRIE

## INSTITUTE™

### eCourses

Learn At Your Own Pace  
*with*  
Lifetime Access



# STORRIE Method™ eCourse

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STORRIE Method™ is a simple, step-by-step approach to building a highly profitable private, virtual wellness practice from scratch, no matter what you choose for your desired area of focus.

## Curriculum Breakdown

### **Module 1: S- START WITH YOU**

**Learning Objective:** The goal of this module is to explore the field of Wholistic Wellness Coaching™ to determine their area of practice.

- Explore the field of Wholistic Wellness Coaching™
- Choose your area of practice
- Define your zone of genius
- Describe your ideal client
- Outline how you'll create health and wellness transformation

### **Module 2: T-TAKE BACK YOUR TIME**

**Learning Objective:** The goal of this module is to gently reorganize your schedule to ensure your personal health and business success are top priorities.

- Name your wellness practice.
- Register your wellness practice as a business entity
- Restructure your calendar to accommodate learning + growth
- Set your business goals
- Align your personal wellness routines

# STORRIE Method™ eCourse

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## **Module 3: O - OPEN OPPORTUNITIES**

**Learning Objective:** The goal of this module is to design your brand and properly represent your expertise in order to attract clients and publicity opportunities.

- Define your brand promise
- Write your expert bio
- Choose your branding
- Design your web presence
- Set yourself up to gain visibility in your field

## **Module 4: R - REAL RELATIONSHIPS**

**Learning Objective:** The goal of this module is to formalize your wellness practice, design your programs, and prepare to see clients.

- Learn to do deep dive consults
- Create your client intake process
- Design your wellness programs
- Identify your signature process
- Learn to use labs and supplement companies, if applicable

## **Module 5: R - READY FOR BUSINESS**

**Learning Objective:** The goal of this module is to launch your practice so you're ready to take client payment and begin seeing clients virtually.

- Cover your legal bases
- Plan to announce your practice
- Prepare your finances
- Prepare to take client payments
- Set up your appointment scheduling

# STORRIE Method™ eCourse

## Module 6: I - INCREASE YOUR IMPACT

Learning Objective: The goal of this module is to formalize your wellness practice, design your programs, and prepare to see clients.

- Learn to do deep dive consults
- Create your client intake process
- Design your wellness programs
- Identify your signature process
- Learn to use labs and supplement companies, if applicable

## Module 7: E - EMBRACE YOUR FULL POTENTIAL

Learning Objective: The goal of this module is to reverse engineer your next career steps, so you can continue to expand your notoriety and impact.

- Celebrate your successes
- Define your next-level vision
- Learn to delegate low-level tasks to an assistant
- Explore the potential of hiring a team
- Learn to represent yourself on the world stage

Did you know you can start this course at any time?  
Join the Wholistic Wellness™ Revolution today!

[www.storrieinstitute.com/storrie-method](http://www.storrieinstitute.com/storrie-method)

SCAN ME





“ I have really enjoyed the STORRIE Method program. Dr. Christine has helped me fight my limiting beliefs and pushed me beyond what I thought is possible at times. For example, I never thought of I could have the opportunity of being published in a magazine or even write a book. Yes, that could be a possibility in the future, once my business has significantly grown or I have developed a large following, but that can actually be my possibility now with consistent action. ”



Dr. Phylicia Harris, DNP, FNP-C





# The Foundational Hair Tissue Mineral Analysis (HTMA) eCourse

The HTMA eCourse is the elite guide for clinicians, wellness practitioners, coaches, and holistic professionals who want to learn the clinical and business concepts and foundations of HTMA testing.

This self-paced 7-module course is designed for all levels of practitioners, no matter your clinical or business background.

## Curriculum Breakdown

There are no live training components to this course. Lifetime access to this course.

- Module 1: What Is A Hair Tissue Mineral Analysis (HTMA) Test?
- Module 2: How Is Hair Sample Collected & What Does The HTMA Test Measure
- Module 3: What Can The HTMA Test Reveal?
- Module 4: Basic Test Interpretation
- Module 5: How To Set Up Your Practitioner Account
- Module 6: How To Create & Market Your Offer
- Module 7: How To Launch Your Offer & Get Your First Paid Client

**SCAN ME**



Did you know you can start this course at any time?  
Start today & elevate your practice!

[www.storrieinstitute.com/htma](http://www.storrieinstitute.com/htma)

# The Foundational Hair Tissue Mineral Analysis (HTMA) eCourse

## What is HTMA Testing?

HTMA test is used worldwide by clinicians, Functional Medicine practitioners, health & wellness coaches.

This is one of the main go-to tests that our clinicians at STORRIE Institute™ are trained on and incorporate into their wellness practice. The HTMA test is inexpensive and non-invasive and provides several months of biochemical activity versus just a snapshot from blood work.

### This simple lab test



### & provides corrective recommendations to

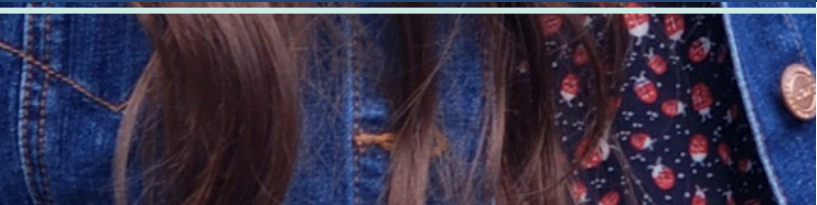




“ In my nursing career, I have always strived to lead by example and follow the health advice given to my patients. With the help and guidance of the STORRIE Institute™, I have continued my healing journey, launched my own Functional Medicine consultation business, and brought my patient care to the next level!”



Carolyn Monore | NP, Certified Functional Medicine Specialist™







# Let Your Breath Be Your Guide



**STORRIE**  
BREATHWORK™

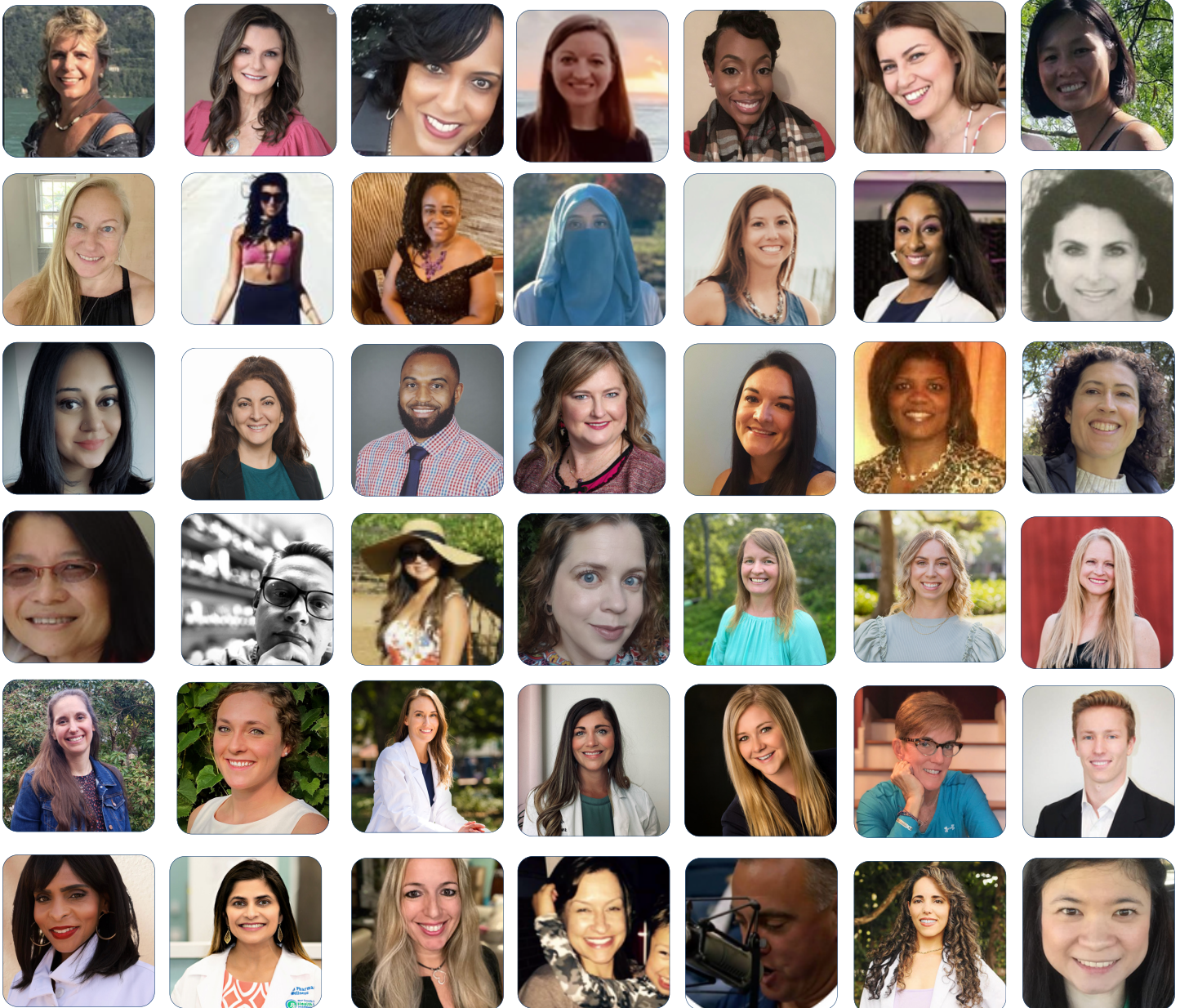
Text "**BREATHWORK**" to 818-722-8977 to download a FREE 15 min  
Manifestation Breathwork Session.  
USA & CANADA NUMBERS ONLY

To learn more about how you can become a Certified STORRIE  
Breathwork Practitioner, email us at [info@storrieinstitute.com](mailto:info@storrieinstitute.com) with  
the subject line: Breathwork





## STORRIE INSTITUTE GRADUATES







## STORRIE INSTITUTE GRADUATES



"The tribe is incredible. I have used it a lot, and it is great to be a part of. To get feedback and bounce off ideas. You need feedback from people who are going through the same thing as you or who have been through it before. It is full of invaluable resources."

- Dr. Janelle Caruan, PharmD





“

I signed up for the 9-day free masterclass taught by Christine Manukyan. The idea of looking at the whole person and not just the symptoms made sense. It was as if this was the one clue I needed to help people.

Knowing each person is different and wanting to know what was going on inside their body and learning we have access to basic body function labs, I was all in. I would no longer be hitting a ceiling as I was trying to help people get better. Everything inside of me screamed “YES!”

”



Dr. Nikki Benedict | PharmD, Certified Functional Medicine Specialist™

# Our Branches

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## STORRIE WELLNESS

Optimize Your Health

A Concierge Functional Wellness Service for Executives, Health Care Providers, and High Performing CEOs.

[www.storriewellness.com](http://www.storriewellness.com)



## STORRIE BREATHWORK

Let Your Breath Be Your Guide

Conscious Connected Breathwork to support physical, emotional, mental and spiritual whole-body holistic well-being.



## STORRIE PUBLISHING

Become A Published Author

Capturing the true experiences of medical professionals who have joined the WHOLISTIC WELLNESS™ REVOLUTION to bring lasting healing through Wholistic Wellness™



## THE STORRIE PODCAST

Available On:



*Scan me*





"When I found out about the STORRIE Institute™ and Dr. Christine's mission to teach other pharmacists how to start their own practice, I knew I could not let this opportunity pass. The time to take action came in March 2021. I started her mini-course and within 3 months, I launched my own practice! I can't believe how much my life has changed since I made the decision to invest in myself and create my own business."



-Dr. Lisette Miranda Alba, PharmD, BS



# Optimize Your Health



A Concierge Functional Wellness Service for Executives,  
Health Care Providers, and High Performing CEOs

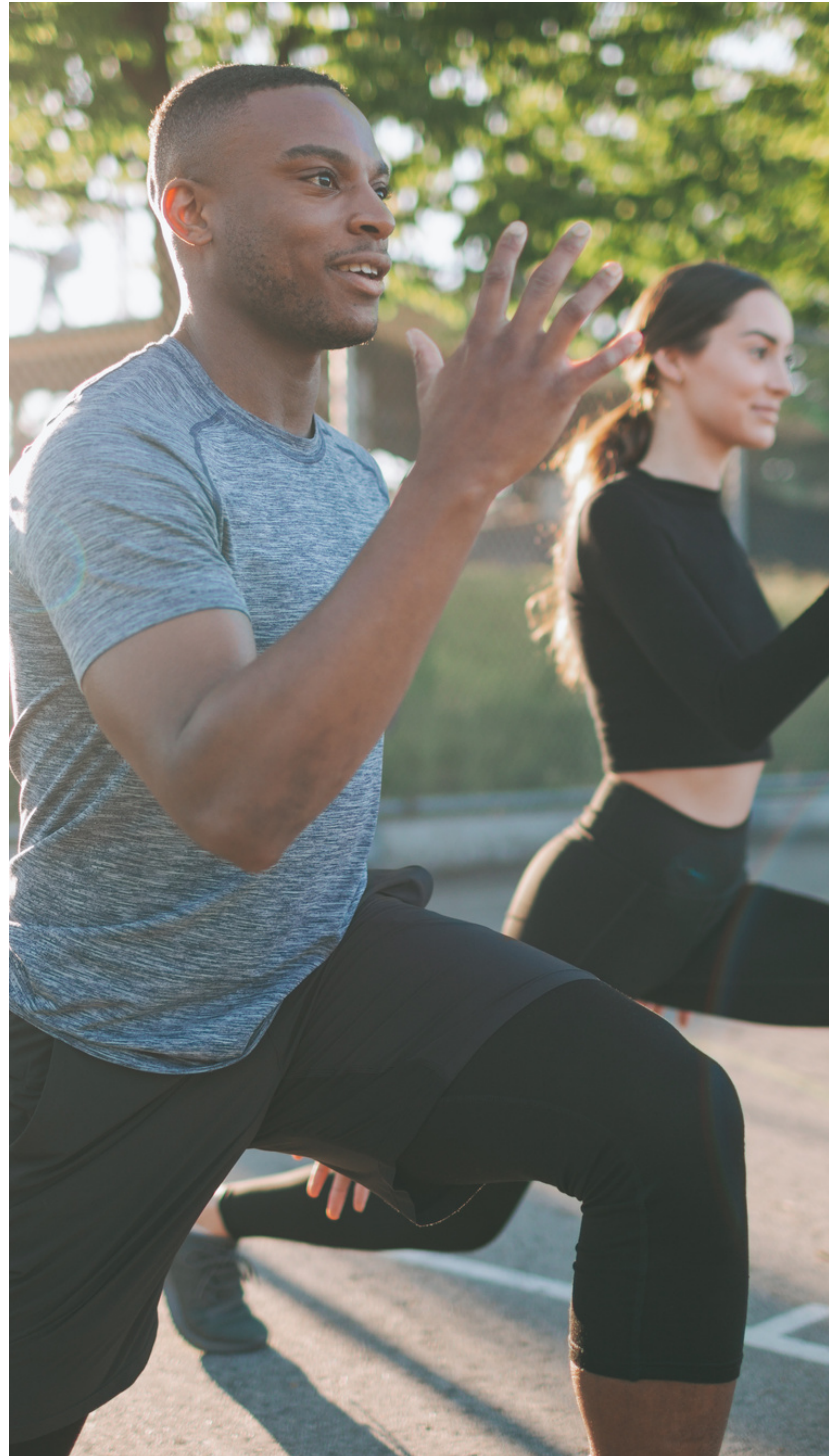
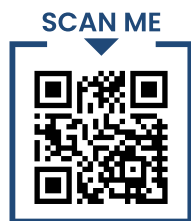


Optimal health isn't an option when you have to perform at the highest levels, consistently. Our team of experienced practitioners are committed to helping you:

- Diagnose the root of what's causing your symptoms
- Creating a holistic protocol to address the root cause
- Providing you with white glove service to ensure your healing process is seamless

How? By providing you with a comprehensive range of Wholistic Wellness services.

Learn more at  
[www.storriewellness.com](http://www.storriewellness.com)



# STORRIE Publishing

#1 New Release

in Holistic Medicine



## Unleash The STORRIE™ Within

UNLEASH THE STORRIE™ WITHIN is a book by 19 healthcare professionals sharing their personal experiences of leaving burnout and achieving whole-life balance through natural and holistic medicine. They offer tools and resources for reaching health goals without pharmaceuticals, with the aim of showing that healing starts from within. The stories express the need for a functional medicine uprising and the importance of getting to the root cause of health issues.

## Creating The Functional Medicine Revolution

Creating The Functional Medicine Revolution is a book by 15 healthcare professionals who share their experiences of leaving conventional medicine for functional medicine, offering advice and resources to achieve whole-life balance through natural and holistic medicine.



## Practitioner To Wholistic Wellness Coach™ - The Next Wave

The true experiences of medical professionals who have joined the WHOLISTIC WELLNESS REVOLUTION to bring lasting healing through Wholistic Wellness instead of treating every ill with a pill.

## Coming Soon!!

Our 4th Book Publication is set to release on November 1st, 2023!







# STORRIE™ LIVE EVENTS

SAVE THE DATE

**JULY 14TH - JULY 15TH**

STORRIE Institute™ will be hosting an exclusive 2 day VIP event in Glendale, California on July 14th -July 15th, 2023!

Admission Required + More Details Coming Soon!

# 2023 Program Enrollment Calendar

## ▲ STORRIE Academy Certification

- Spring Program (Feb. 1st - July 31st)
- Summer Program (June 1st - Nov. 30th)

## eCourse Enrollment: year-round

- STORRIE Method: Enroll at any time
- HTMA: Enroll at anytime

## ★ In Person Events:

- July 14th -15th, 2023 in Glendale, California

All of our certification programs & eCourses provide lifetime access

### *Spring Semester*

#### JANUARY

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#### FEBRUARY

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#### MARCH

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#### APRIL

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### *Summer Semester*

#### MAY

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#### JUNE

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#### JULY

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#### AUGUST

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### *Fall Semester*

#### SEPTEMBER

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#### OCTOBER

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#### NOVEMBER

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#### DECEMBER

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# THANK YOU!!

We hope it has provided you with valuable insights and tools to help you on your journey with STORRIE Institute.

To continue your progress towards the Wholistic Wellness Revolution, be sure to follow us on social media for daily inspiration and tips. Join our community and connect with others who are committed to being a part of this revolution!



## CONNECT ON FACEBOOK

Scan the QR Code and connect with me right now and our community on Facebook: Functional Medicine Business Coaching For Clinicians!

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## CONNECT ON INSTAGRAM

Scan the QR Code and connect with me right now on Instagram!  
See you there!

