



# Curriculum & Program Guide

Become a Board-Certified STORRIE  
Wholistic Wellness Coach™

*Welcome to the Wholistic Wellness Revolution™*

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

# TABLE OF CONTENTS

4 *About The Founder*

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5 *Our Vision & Mission*

---

9 *STORRIE Wholistic Wellness™*

---

10 *Become a Board Certified STORRIE Wholistic Wellness Coach™*

---

19 *Enrollment Calendar*







STORRIE Institute™  
eCourses

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STORRIE Inner  
Circle™

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*Become a Board-Certified  
STORRIE Breathwork  
Practitioner™*

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*Past Graduates*

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STORRIE™ Brand

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*Podcast, Live Events,  
Book Publications*

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*Stay Connected*



# ABOUT THE FOUNDER

Dr. Christine Manukyan is a pharmacist turned Corporate Wellness Strategist, Business Mentor, Wholistic Wellness Coach™, Certified Breathwork Practitioner, 5x No.1 bestselling author, speaker and top-ranked STORRIE™ Podcast host. Prior to becoming an entrepreneur, she spent 13 years in Corporate America in various leadership roles. After experiencing her own health transformation with Functional Medicine, losing 100+ lbs, becoming a natural bodybuilding athlete and marathon runner, she found her true calling empowering others to reach their health goals without pharmaceuticals.

As the Founder & CEO of STORRIE Institute™ and STORRIE Wellness™, she is pioneering the field of holistic health, leading the Wholistic Wellness Revolution™ and creating the new gold-standard of care.

Dr. Christine holds several Board Certifications as a Clinical Hypnotherapist, Neuro-Linguistic Programing (NLP) Practitioner, Emotional Freedom Technique (EFT) Practitioner, Reiki healer, and Life & Success Coaching Practitioner. She has spoken in front of audiences numbering 15,000+ and her achievements have been recognized globally, with many prominent publications like FORBES, Yahoo, ABC and CBS.

Dr. Christine believes that everyone deserves a second chance to rewrite their story and become their ultimate best self.

A handwritten signature in cursive script, reading "Christine".

Founder, STORRIE Institute™  
Established 2020





Welcome to the world's leading Wholistic Wellness™ certification program for clinicians, non-clinicians, wellness practitioners, coaches and holistic professionals.

## 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 and clinical skills to build successful Wholistic Wellness™ practices.



The time is now to change lives around the world.

Join the Wholistic Wellness Revolution™!!!



## Meet Our Team

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Lindsay Melrose  
*STORRIE Ambassador*



Casey Fisk  
*STORRIE Ambassador*



Sarah Brooke Berg  
*STORRIE Ambassador*



Megan Fletcher  
*STORRIE Ambassador*



Britt Gregorio  
*STORRIE Ambassador*



Sue Bornemann  
*STORRIE Ambassador*



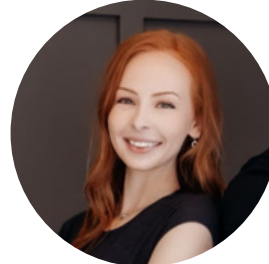
Dr. Nhu Truong  
*STORRIE Ambassador*



Thamy Joyce Villanueva  
*Virtual Assistant & Social  
Media Manager*



Anna Barefield  
*Funnel Builder & Digital  
Automations Specialist*



Tayla Capazo  
*Executive Assistant & Client  
Success Manager*



## Meet The Instructors

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Dr. Christine Manukyan | Creator of The  
STORRIE Method, Business, Marketing,  
Mindset, Energy Healing



Gaby Udabor | Functional Medicine, HTMA  
Expert, Lifestyle/Integrative Medicine



Sarah Brooke Berg | Ayurveda, Energy  
Healing



Dr. Marina Buksov | Herbalism



Tara Durden | Nutrition



Sabrina Drou | Mindset & Productivity  
Strategist

# Wholistic Wellness Coaching™ can include services of many kinds



STORRIE 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

A 6-Month Certification Program to become a Board-Certified STORRIE Wholistic Wellness Coach™

*Participation is open to clinicians & non-clinicians; anyone ready to become a board-certified wellness coach.*



# STORRIE Academy™ Board Certification

## Curriculum Breakdown

STORRIE Academy™ Board Certification program, a 6-month program to become a Board-Certified STORRIE Wholistic Wellness Coach™. Our comprehensive curriculum combines pre-recorded modules with interactive live training sessions, ensuring a dynamic learning experience.

We take pride in our accreditation by the **International Practitioners of Holistic Medicine (IPHM)**, guaranteeing the highest standards in holistic coaching education.



## Module Topics

The curriculum covers a wide range of diverse topics and perspectives for a wholistic educational experience based on 3 main categories:

1. **Clinical Trainings & Protocols**
2. **Business & Marketing**
3. **Energetics of Entrepreneurship™**



“ 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





## Clinical Trainings & Protocols

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**Learning Objectives:** Students gain practical insights through holistic clinical training, real-life case studies, and hands-on learning, enabling them to apply these protocols effectively. By mastering these elements, students will be prepared for comprehensive and holistic clinical practice, ensuring a well-rounded approach to patient care. We are constantly adding new trainings. Here are some of our clinical trainings.

### **Nutrition & Supplements:**

- Nutrition & Supplement Overview
- Nutrition & Supplement Part 1 & Part 2

### **Hair Tissue Mineral Analysis (HTMA):**

- Hair Tissue Mineral Analysis (HTMA) Part 1 & Part 2
- Hair Tissue Mineral Analysis (HTMA) Case Studies
- HTMA eCourse

### **Gut Health:**

- It All Begins In The Gut
- Gut Health Part 1, Part 2, Part 3, and Part 4
- Gut-Brain Connection
- Metabolism & Constipation
- Hypoadrenal
- Gut & Brain Health

### **Hormone Health:**

- Hormonal Health Part 1 & Part 2
- DUTCH Test

### **Integrative/Lifestyle Medicine**

- Wholistic Weight Loss
- 10 Things You Need to Know About CBD
- CBD Case Studies
- Metabolic Dysfunction
- 7 Day Detox
- Air, Water, and Environment
- ADHD Part 1 & Part 2
- Lab Essentials
- Evexia Lab Testing
- ELISA Labs

### **Ayurveda Medicine**

- Ayurveda Wellness
- Doshas
- Ayurvedic Digestion Part 1
- Ayurvedic Herbology Part 1 & Part 2
- Ayurveda Yoga Asanas
- Ayurveda for Mental Health Regulation
- Aromatherapy Part 1 & Part 2

### **Chinese Medicine/Herbalism**

- Herbal History, Ethics, and Legalities

### **Energy Healing**

- Emotional Freedom Technique (EFT)
- Clinical Hypnotherapy
- Nervous System Regulation
- EMF & Light Therapy
- Breathwork
- Reiki



## Business & Marketing

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**Learning Objective:** This course focuses on holistic wellness in clinical practice, integrating essential skills in client communication, legal education, content creation with A.I., and effective marketing strategies. Leaving our graduates with the knowledge and skills to operate a Wholistic Wellness Practice successfully.

- The STORRIE Method™ eCourse
- Launch Process
- Lead Generation
- 7 Steps to Clarity and Momentum
- Client Expectations
- 21 – Day Launch Checklist
- 5 Steps to Booking Your Calendar with Consults
- Legal Education
- 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
- Trauma-Informed Leadership
- Visioning & Goal Setting
- 3 P's of Your Offer: Pricing, Packaging & Positioning
- Live Events & Community Building
- Generational Wealth Creation
- One conversation close
- High ticket sales
- + and so much more...

## Energetics of Entrepreneurship™

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**Learning Objectives:** Addresses critical challenges, including imposter syndrome and fear of online visibility, providing strategies for overcoming these hurdles. Furthermore, students explore group dynamics and somatic practices like breathwork, fostering a holistic approach to entrepreneurship, ensuring both personal and professional growth.

- Parts Integration
- Nervous System Regulation
- 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
- Group Dynamics and Somatic: Breathwork

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

When you complete the STORRIE Academy™ Board 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™ Board 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!







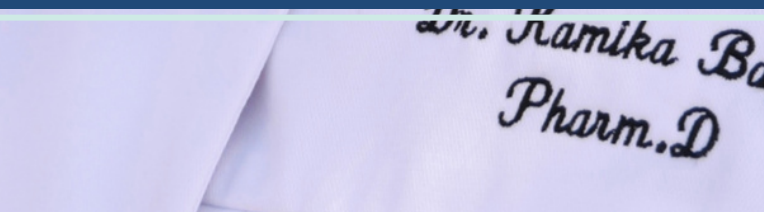
“

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



# 2024 Program Enrollment Calendar

## STORRIE Academy™

★ Spring Cohort (Jan. 1st - June 30th)

## eCourses & Membership

- STORRIE Method™: Enroll at any time
- HTMA: Enroll at any time
- STORRIE Inner Circle: Enroll at any time

Save \$2,000.00 during our open enrollment for our January 2024 Cohort

Opens January 1st - January 15th

### JANUARY

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### OCTOBER

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30	31					

**\*\*All of our certification programs & eCourses provide lifetime access\*\***



# STORRIE

## INSTITUTE™

### eCourses

Learn At Your Own Pace  
*with*  
Lifetime Access



# The 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

# The 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

# The 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



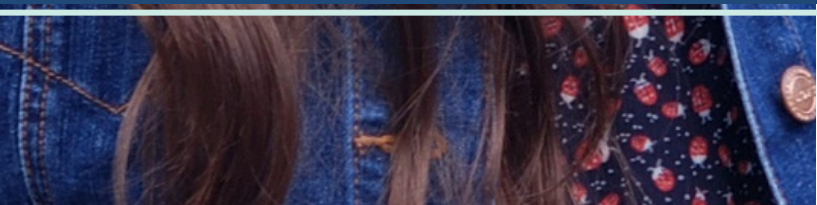




“ In my nursing career, I have always strived to lead by example and follow the health advice given to my patients. With the help and guidance of the STORRIE Institute™, I have continued my healing journey, launched my own Functional Medicine consultation business, and brought my patient care to the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



Carolyn Monore | NP, Certified Functional Medicine Specialist™







## STORRIE Inner Circle™

Are you a clinician, wellness practitioner, holistic professional, or a coach who wants to take your business to the next level? If so, then the STORRIE Inner Circle™ is for you! This exclusive 6-month mentorship gives you access to everything you need to grow your business, including:

- **Hot seat coaching:** If you need a little extra time, support, and encouragement, then sign up for our monthly hot seat coaching during our monthly office hours.
- **24/7 Facebook community & member access:** Join the most active and generous Facebook group you've ever seen, where you can get peer-to-peer feedback and support from other members.
- **One interactive workshop:** Come to our live events during your 6-month membership.
- **Members only group training call:** Join our "Members Only" group training calls to learn from industry experts and Dr. Christine Manukyan.
- **Unlimited access to the learning portal:** The home of STORRIE S.C.A.L.E. Framework™ modules.
- **20% member discount** for other courses & certification programs.

Learn more about STORRIE Inner Circle™ at  
[www.storrieinstitute.com/membership](http://www.storrieinstitute.com/membership)

SCAN ME





## Let Your Breath Be Your Guide™

To learn more about how you can become a Board-Certified STORRIE Breathwork™ Practitioner, and be added to our next certification cohort, email us at [info@storrieinstitute.com](mailto:info@storrieinstitute.com) with the subject line: "Breathwork"

This certification program is offered twice a year. Next cohort is scheduled for December 9 - 11, 2023. Space is limited!

Download a FREE 15-minute Manifestation Breathwork Session at [www.storrie.co](http://www.storrie.co)





## 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, Certified Functional Medicine Specialist™







## STORRIE INSTITUTE™ GRADUATES







“

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 INSTITUTE™ Wholistic Wellness™ Revolution

Programs where modern clinicians learn the business of Wholistic Wellness Coaching™.  
[www.storrieinstitute.com](http://www.storrieinstitute.com)



## 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™



## STORRIE™ PODCAST Available On:







"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

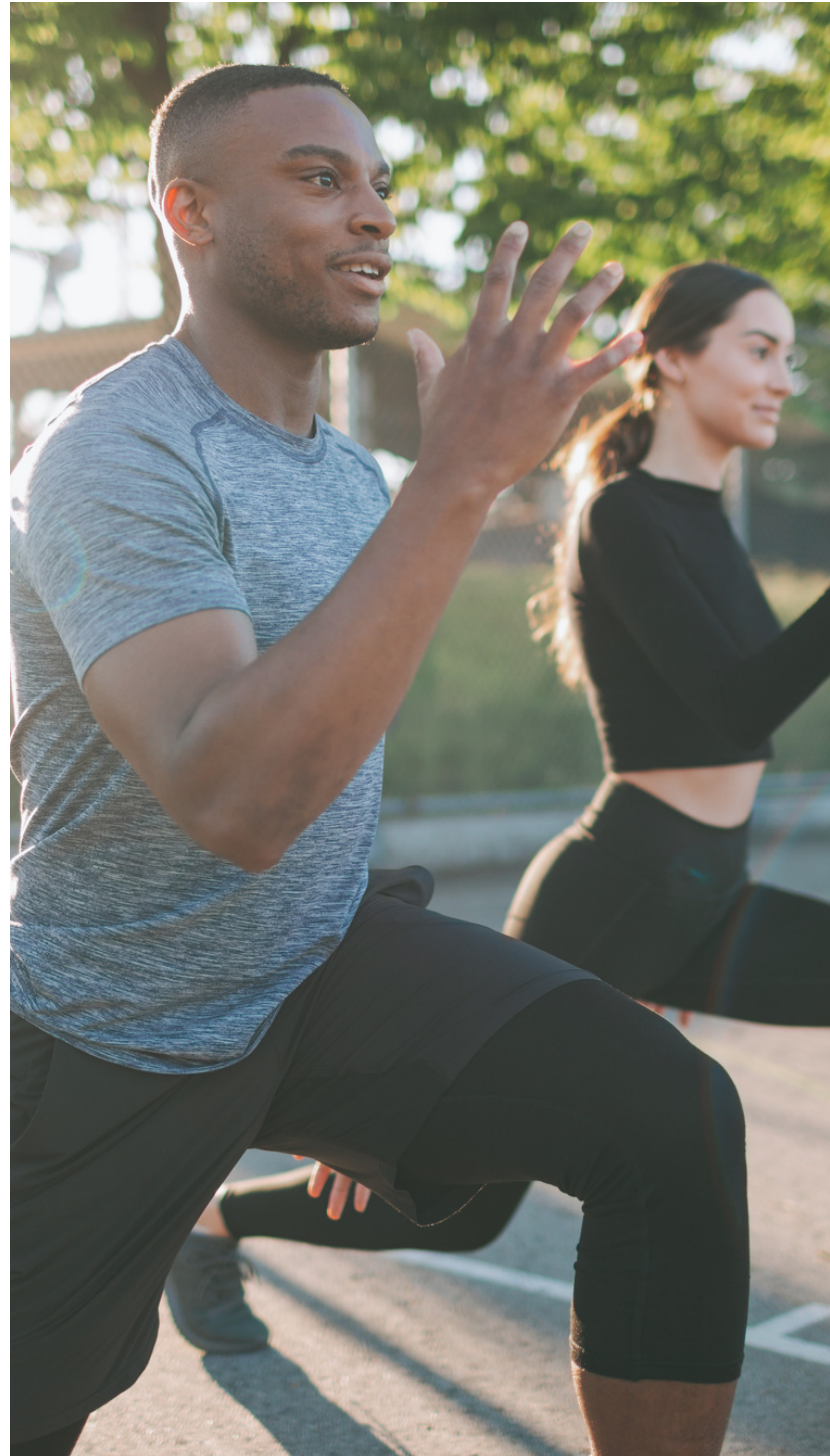


Optimal health isn't an option when you have to perform at the highest levels, consistently. Our team of experienced practitioners are committed to helping you:

- 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)





## 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.

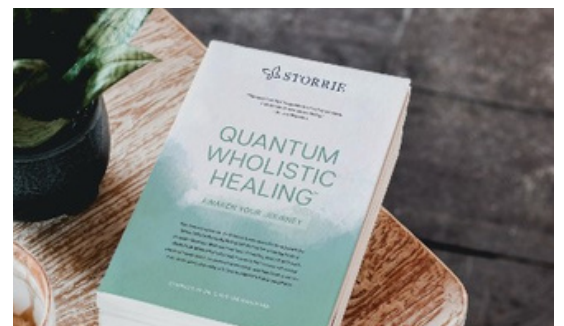


## Practitioner To Wholistic Wellness Coach™ - The Next Wave

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.

## Quantum Wholistic Healing™: Awaken Your Journey

QUANTUM WHOLISTIC HEALING™ reveals that we are not merely physical beings but interconnected energies, and true healing comes from embracing this unity. It's time to AWAKEN YOUR JOURNEY!







# STORRIE™ LIVE EVENTS

SAVE THE DATE

**COMING SOON!**

Check out our website for our 2024 Live Event Schedule

Admission Required + More Details Coming Soon!

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

# 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: Energetics of Entrepreneurship!

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## CONNECT ON INSTAGRAM

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

