

[BE Foundations] FRAMING



Saying the same thing two different ways will impact the brain's reaction.
Use this worksheet to practice FRAMING

1) REFRAME Flip the statements to switch the FRAME. How does it impact the meaning?

3 out of 4 people get travel insurance.

Crust adorned with flecks of gold.

80% saw results in six months.

2) FIND YOUR OWN Framing examples are everywhere.

Find an example of framing and list it. How could you flip it?

3) YOUR BUSINESS How can you use framing in your messaging?

List at least 3 options and then flip them around:

**WANT
HELP?**

Visit thebrainybusiness.com and click "Work With Me" to book your FREE consult and learn how I can best help.