



**STORRIE**  
INSTITUTE®

## Curriculum & Program Guide



Board-Certified Wholistic Wellness Coach™  
NeuroBreathwork™ Practitioner  
Wholistic Vitality™ & Life Coach

*Join The Wholistic Wellness Revolution™*

Email: [team@storrie.co](mailto:team@storrie.co)  
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Email: [team@storrie.co](mailto:team@storrie.co)  
Website: [www.storrieinstitute.com](http://www.storrieinstitute.com)

# ABOUT THE FOUNDER

Dr. Christine Manukyan is a leading figure in holistic health and personal development. Transitioning from a pharmacist to a Wholistic Vitality™ & High-Performance Life Coach, Corporate Wellness Strategist, Business Mentor, NeuroBreathwork™ Practice Creator and 5x No.1 Bestselling Author, she's leading the Wholistic Wellness Revolution™ as the Founder and CEO of STORRIE Institute® and STORRIE Wellness™, setting a new gold standard of care.

With over a decade in Corporate America, Dr. Christine's remarkable health journey, including shedding over 100 lbs and excelling

as a natural bodybuilding athlete and marathon runner, ignited her mission to empower others to optimize their health without pharmaceuticals.

Board-certified in Clinical Hypnotherapy, Neuro-Linguistic Programming (NLP), Emotional Freedom Technique (EFT), and Reiki, Dr. Christine's expertise is complemented by her education from Harvard Medical and Business Schools, along with her training in Dr. Joe Dispenza's HealthCare Practitioner (HCP) Program. A sought-after speaker and top-ranked The Wholistic Vitality™ Podcast host, she has graced stages worldwide and has been featured in top publications such as FORBES, Yahoo, ABC, and CBS. Dr. Christine's visionary strength, combined with her strategic acumen, allows her to predict market trends and develop impactful solutions, guiding her students to success at STORRIE Institute®.

Believing in second chances, Dr. Christine is committed to helping visionary leaders and entrepreneurs elevate their health to amplify their impact, influence, and income.



Founder, STORRIE Institute®

Established 2020





# Welcome to the world's leading health coach certification program

## Our Vision

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Every practitioner integrates Wholistic Wellness Coaching™, Energy Healing and Wholistic Vitality™ & Life Coaching into their practice, and this approach becomes the gold standard of care.

## Our Mission

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STORRIE Institute® to lead the Wholistic Wellness Revolution™ and impact one million lives globally through Wholistic Wellness™.

## Our Commitment

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To empower purpose-driven aspiring coaches, providing them with the education and support they need to elevate their wellness practice and amplify their impact.

## Meet The Instructors

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Dr. Christine Manukyan | Creator of The STORRIE Method™, NeuroBreathwork™ Practice, Wholistic Vitality™ & Life Coaching, Energetics of Entrepreneurship™, Business & Marketing



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



## 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:

## The Wholistic Vitality™ Academy

A 4-month certification program equips you with clinical skills and delves into Energetics of Entrepreneurship™, providing tools to launch and scale a thriving holistic wellness practice.

*Participation is open to clinicians & non-clinicians.*



# The Wholistic Vitality™ Academy

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## Curriculum Breakdown

Introducing our innovative and unique 4 month flagship certification program, The Wholistic Vitality™ Academy, where Wholistic Wellness Coaching™ meets entrepreneurial spirit! Our triple certification program in STORRIE Wholistic Wellness Coaching™, NeuroBreathwork™ Practice, and Wholistic Vitality™ & Life Coaching sets the gold standard in holistic education.

Graduates from The Wholistic Vitality™ Academy obtain 3 certifications and become a Board-Certified STORRIE Wholistic Wellness Coach™, NeuroBreathwork™ Practitioners and Wholistic Vitality™ & Life Coach.

In just 4 months, our comprehensive curriculum empowers you to master the art of wholistic wellness while cultivating a successful practice. With a focus on practical tools and experiential learning, our students emerge equipped to guide others on their journey to holistic well-being. Additionally, our specialized training in the Energetics of Entrepreneurship™ ensures our graduates have the business and marketing strategy to succeed in the modern wellness coaching industry.



## Join the Academy and obtain 3 certifications in 4 months:

1. Become a Board-Certified STORRIE Wholistic Wellness Coach™
2. Become a Board-Certified NeuroBreathwork™ Practitioner
3. Become a Board-Certified Wholistic Vitality™ & Life Coach

We take pride in our accreditation by the  
International Practitioners of Holistic Medicine (IPHM)





# What To Expect: Your Path To Success

Month 1: Energetics of Entrepreneurship™

Month 2: Wholistic Wellness Coaching™

Month 3: NeuroBreathwork™ Practice

Month 4: Wholistic Vitality™ & Life Coaching



## Learn More About Wholistic Vitality™ Academy



Scan the QR code to learn more about how you can join us at The Wholistic Vitality™ Academy, a community of purpose-driven aspiring coaches and unleash your potential to create lasting impact and prosperity.



“ 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
- NeuroBreathwork
- 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.

- The Root Cause of Perfectionism
- Boundaries
- 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 Wholistic Vitality™ Academy Certification Program?

When you complete the Wholistic Vitality™ 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 The Wholistic Vitality™ Academy have the option to test for their triple Board Certification designation.

The full certification requires 4-months of dedicated study and application. You have lifetime access to the modules, so you can go back and review at any time!





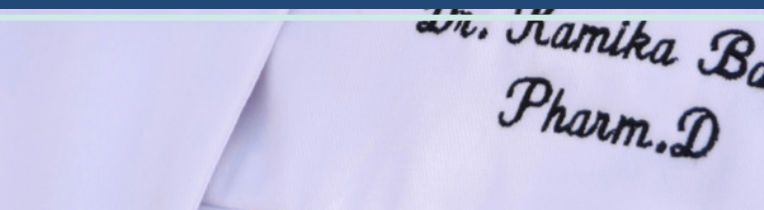
“

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 Enrollment Calendar

**Obtain 3 certifications in 4 months**

1. Become a Board-Certified STORRIE Wholistic Wellness Coach™
2. Become a Board-Certified NeuroBreathwork™ Practitioner
3. Become a Board-Certified Wholistic Vitality™ & Life Coach

★ Spring Cohort (Feb. 1st - May 31st)

★ Summer Cohort (Aug. 1st - Nov. 30th)

## JANUARY

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## MAY

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## JUNE

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## SEPTEMBER

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## OCTOBER

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





eCourses: Enroll Any Time (Open Enrollment)

Learn At Your Own Pace  
*with*  
Lifetime Access

# The STORRIE Method™ eCourse

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The 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 - ENERGETICS OF ENTREPRENEURSHIP™

Learning Objective: The goal of this module is to integrate energetics into your business and 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
- Learn the importance of energetics to avoid burnout & overwhelm as an entrepreneur
- Learn how to integrate energetics into your wellness practice

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)





“ 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



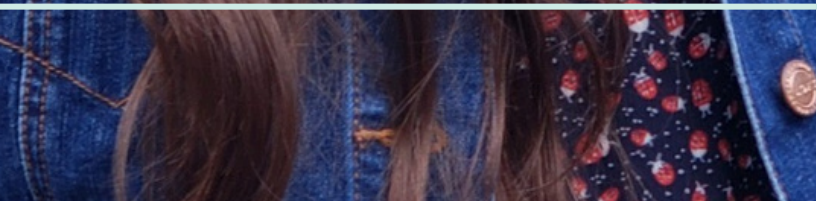




“ In my nursing career, I have always strived to lead by example and follow the health advice given to my patients. With the help and guidance of the Storrie Institute®™, I have continued my healing journey, launched my own Functional Medicine consultation business, and brought my patient care to the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



Carolyn Monore | NP, Certified Functional Medicine Specialist™







# STORRIE 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™



## 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.

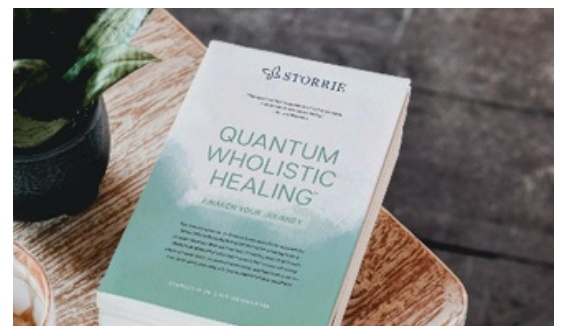


## Practitioner To Wholistic Wellness Coach™ - The Next Wave

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!







"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

# 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: Wholistic Vitality



## CONNECT ON INSTAGRAM

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



## CONNECT WITH ME ON YOUTUBE

Scan the QR Code and join me on YouTube for a closer look behind the scenes. Excited to connect with you there!



## THE WHOLISTIC VITALITY PODCAST

Embark on a transformative journey with our Wholistic Vitality podcast! Discover the power of holistic wellness, energy modalities, and entrepreneurial growth. Ready to elevate your vitality? Subscribe & listen now!

