



The RESEARCH WARRIOR

Your Archetype Mini Report





01 your health approach



overview

As a Research Warrior, you bring distinct characteristics to your healing journey that shape how you engage with the healthcare system:

 Deep literature engagement

 Source quality assessment

 Mechanism understanding

 Personal data collection

 Hypothesis testing orientation

 Collaborative expertise

 Skeptical engagement

 Documentation discipline



You take a rigorous, research-driven approach to your health—evaluating evidence, tracking your own data, and collaborating with practitioners as an informed, analytical partner.

02 core wound

The Research Warrior carries the wound of having trusted without verifying and suffered the consequences. This wound typically stems from experiences where following expert advice led to harm—a medication with side effects that research would have predicted, a surgery that newer evidence suggested was unnecessary, or years spent on protocols that the literature showed were ineffective for your specific condition.



Many Research Warriors have a specific inflection point: a moment when they realized that the expert they trusted either didn't know the current research, didn't apply it to their case appropriately, or prioritized other factors over optimal patient outcomes. This betrayal of trust—often unintentional on the practitioner's part but devastating nonetheless—created the determination to never again outsource critical health decisions to someone who might not have done the homework.

The wound can also stem from witnessing others harmed by inadequate research application—family members who suffered because practitioners didn't know or didn't apply available evidence. This vicarious trauma creates the same protective response: if the experts can't be relied upon to know the research, you'll know it yourself.



04 deepest motivation

You are motivated by the conviction that truth exists and can be found through careful investigation. Your research isn't just self-protection—it's an expression of faith that understanding leads to better outcomes, that evidence matters, and that careful thinking can cut through confusion and misinformation to find what actually works.

At your core is the belief that patients deserve to understand their own health as deeply as any practitioner, and that this understanding isn't just a nice-to-have but essential for making decisions you can stand behind. You're not willing to be a passive recipient of care decisions made by others—you want to be an active participant who genuinely understands the reasoning behind your treatment.

You're also motivated by intellectual honesty. You've seen how much health information is corrupted by wishful thinking, ideological commitment, and financial interest. Your commitment to evidence represents a commitment to seeing things as they actually are, regardless of whether the truth is convenient or comfortable. This integrity of thinking is a core value that extends far beyond health.

You're energized by learning, by connecting pieces of information into coherent understanding, and by the confidence that comes from truly knowing rather than merely believing.



5 key challenges

01

The Paralysis of Incomplete Information

Your desire for thorough understanding before acting can create significant delays in treatment initiation. The medical literature is vast and growing—"complete" research is impossible. Waiting for certainty that will never arrive while your condition potentially worsens is a real risk. Learning to act with appropriate uncertainty is essential but deeply uncomfortable for someone who values evidence-based decisions.

02

The Expert Relationship Challenge

Many practitioners feel threatened by patients who arrive with research and detailed questions. Your approach—however well-intentioned—can trigger defensiveness that damages the clinical relationship. Finding practitioners who genuinely welcome informed patients, and learning to present your knowledge in ways that feel collaborative rather than challenging, are essential skills that don't come naturally to many Research Warriors.

03

The Body as Data Problem

Your analytical orientation may override somatic wisdom that doesn't fit current understanding. Bodies communicate through sensation, energy, and intuition in ways that resist empirical verification. Dismissing these signals because they're not "evidence-based" can cause you to miss important information about your state. Learning to integrate analytical and somatic ways of knowing is a growth edge.

04

The Reliability of Evidence Problem

The research you depend upon is more flawed than it appears. Publication bias, underpowered studies, conflicts of interest, p-hacking, and replication failures have created a medical literature where many findings don't hold up under scrutiny. Your conclusions are only as reliable as your sources—and those sources are systematically biased in ways that are difficult to fully correct for.

05

The Exhaustion of Perpetual Research

Being your own medical researcher is cognitively demanding, time-consuming, and often anxiety-provoking. The constant need to evaluate new information, maintain comprehensive understanding, and make decisions with incomplete evidence takes a toll. This meta-work of health management can crowd out energy for actual living and sometimes for healing itself.

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Learn more about me [here](#)

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Helping functional medicine practitioners and wellness brands scale to \$2 million–50 million+ through heart-centered, aligned marketing with our proprietary Practitioner Archetype and Wellness Marketing Playbook systems



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Functional Medicine Practitioners

earning \$2–10M who want to scale without burnout



Supplement Companies (\$20–50M+) ready to dominate practitioner channels



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Health Brands seeking authentic marketing that converts

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Director of Content



Head of Marketing & Events



Head of Consumer/Trade Marketing

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