SORTING

Rhiannon

AGE	33
Occupation	Hair Stylist & Graduate Student
Openness	4

Maria

AGE	52
Occupation	Retired Attorney
Openness	3

Lyndsey

AGE	didn't answer
Occupation	Asst Managing Editor / Harper's...
Openness	4

Knowledge Questions

Tried other mindfulness:

Rhiannon: Meditation; mindfulness techniques: Awareness; mindfulness techniques: Grounding

Maria: Yoga (Vinyasa, Yin, Nidra); Meditation; EFT Tapping; Q. Gong

Lyndsey: Meditation; Other forms of breathwork

Options & Values

Section 5

Thoughts about breathwork:

Rhiannon: Really enjoyed it; No expectations; Transformative; Became easier

Maria: Helps me reestablish connection w/ my body; Slows down the activity of my mind; Helps me process things more deeply

Lyndsey: One of the most power practices for healing on all levels; Regulating the nervous system; Reintegrating trauma; Releasing energetic blockages

Section 6

Choosing a practitioner:

Rhiannon: Well trained; supportive energy; Recommendation from people I know; Expertise in the area

Maria: Confident about their skills; Passionate about sharing them; Calm & Pleasant

Lyndsey: Knowledge; How they speak about breathwork's benefits; Healing gifts (intuitive, clairvoyance, etc.)

Values

Section 5

Why did you try it?

Rhiannon: Open to trying new instruments & spiritual services; See what it would be like; What could I gain from it

Maria: Tried and benefited from other mindfulness practices; Always looking to add skills

Lyndsey: Always open & curious about new healing modalities; Loved a previous experience

Section 6

Feel about trying new things:

Rhiannon: I love trying new things; Open to learning different methodologies; I believe there is a lot to be gained from a variety

Maria: Generally reluctant; I like mindfulness practices; I was open to trying breathwork

Lyndsey: Always a bit of nerves at first, but also excited to do it.

Section 7

How comfortable with practices involving intentse emotional or physical sensations?

Rhiannon: Comfortable; I believe the sensations are coming up for a reason; Trying to highlight something to pay attention to; the physical and emotional sensations were really interesting; at first physical sensations were uncomfortable, but ultimately felt support I received helped me keep going

Maria: Good as long as I'm aware at the outset w/ what is involved

Lyndsey: Totally comfortable

Experiences & Behaviors

Section 5

Currently experiencing stress, anxiety, etc:

Rhiannon: Stress comes up occasionally as a circumstance is (e.g. having a kid or my pets)

Maria: The last few months... all these things

Lyndsey: Lots of shifts/ growth happening; Waves of different emotions coming up; Working through old beliefs that it's time to shed; Breathwork has been a grounding modality

Section 6

Goals for health:

Rhiannon: Always trying to be healthier: mental, physical, emotional, spiritual; Always a work in progress; I want to keep improving

Maria: Take care of my mental & emotional health / daily; Helps me process things more deeply

Lyndsey: Deeper connection with my body; Intuitive eating; Working on gut healing

Section 7

Motivations for making changes:

Rhiannon: self-motivated; I welcome change; Only difficult when I have a lot I'm trying to work on

Maria: To live up to my potential; Better relationships w/ loved ones

Lyndsey: Knowing there's always expansion waiting for us; Even when it's challenging, growth is necessary for our highest evolution

Feelings

Section 5

Any fears, worries, concerns about trying:

Rhiannon: About the actual breathing; How hard it was in the beginning to maintain the pattern

Maria: I wasn't sure what it would entail

Lyndsey: I'm often asked about it's safety for everyone; Is there anyone who shouldn't be doing it?

Section 6

Methods use to handle stress and anxiety:

Rhiannon: Acupuncture; Meditation; Exercise; Being in nature; Dancing; Time with friends & dogs; Staying connected spiritually; Self-care

Maria: Yoga; EFT Tapping; Meditation; Breathing Exercises; Q. Gong

Lyndsey: Breathwork; Meditation

Section 7

Overall feelings and opinions?

Rhiannon: "I love breathwork and look forward to doing it again."; "A wonderful modality that can help you release emotions or other stuck energy in the body. I highly recommend."

Maria: It was a beneficial practices; I was able to reach a deeper level of relaxation & awareness; I loved the music she chose; It was a coherent session; It seemed like she'd been conducting them for a long time; I look forward to doing more

Lyndsey: Seen & experienced many benefits; Upsetting stuck energy; Regulating the nervous system; Connecting w/ my intuition; Working through tough emotions; Reconnecting with our bodies; "A powerful healing modality."

Luci

AGE	49
Occupation	RN
Openness	4

Mike

AGE	55
Occupation	Software Developer / Architect
Openness	3

Joshua

AGE	24
Occupation	Student
Openness	2

Knowledge Questions

What have you learned about breathwork:

Luci: Can lead to physical healing; Can lead to emotional healing

Mike: Nothing

Joshua: No

Tried other mindfulness practices:

Luci: Meditation; Yoga; Sound bath; Foot zoning

Mike: No

Joshua: No

Options & Values

Section 5

Thoughts about breathwork:

Luci: I think it could be beneficial; Seen how it can be emotionally healing; I've heard amazing stories from friends who've tried it

Mike: Could be useful; Help state of mind through breathwork is interesting

Joshua: Better than watching YouTube Shorts; Sounds relaxing

Section 6

What would help you try it:

Luci: length of session; how often is it doing it beneficial?; Is a best have a professional guide you one on one?

Mike: Testimonials; Other people talking about ; benefits they've experience

Joshua: I would need to feel comfortable; Have finished all my work/tasks for the day; Time / Convenience

Choosing a practitioner:

Luci: Word of mouth / reputation; Availability; Price; Setting

Mike: Referrals / Word of Mouth; Understanding what they have to offer; 1. Know what I need 2. How they will me achieve it; They are calm / Create a calm environment; Interview them - get a feel for them; Need to feel I can trust them

Joshua: Recommended/ from people I trust; They're good at their job; Promote a relaxing atmosphere

Values

Section 5

What would keep you from trying:

Luci: Money; Time; Setting

Mike: Information indicating it doesn't work; Others expressing didn't get what they wanted out of it

Joshua: Lack of time; Cost

Section 6

Feel about trying new things:

Luci: Good

Mike: Generally find trying new things exciting

Joshua: Fine with it

Section 7

How comfortable with practices involving intentse emotional or physical sensations?

Luci: Somewhat comfortable

Mike: Physical - none; Emotional - depends; trust in person mandatory

Joshua: Not at all comfortable

Would the possibility of experiencing strong emotions make you hesitant to try:

Luci: If it's in a group setting I'd be more hesitant to let my emotions flow

Mike: No

Joshua: Somewhat

Experiences & Behaviors

Section 5

Currently experiencing stress, anxiety, etc:

Luci: YES!!!

Mike: No

Joshua: No

Section 6

Goals for health:

Luci: Decrease anxiety & emotional stress; Increase self-awareness; Trust my intuition; Improve physical well-being; Improve mental well-being

Mike: I just don't want to be "disabled" at the end of my life if I can help it

Joshua: Desire to work on my health - not physical health

Section 7

Motivations for making changes:

Luci: Feeling stressed & overwhelmed; Desiring something I want

Mike: Sufficient amounts of pain or discomfort; Desire to achieve a thing

Joshua: Desire for something different

Feelings

Section 5

Any fears, worries, concerns about trying:

Luci: If I can do it correctly so I can reap the full benefits; How hard it was in the beginning to maintain the pattern

Mike: No

Joshua: No

Section 6

Methods use to handle stress and anxiety:

Luci: Exercise; Talking through it; Meditation

Mike: Alcohol; Masturbation; Isolation

Joshua: Sleep; Gaming; Building things

Section 7

How would you feel about trying:

Luci: I am very interest in trying

Mike: Willing to try. Sounds like it can offer some benefits w/o requiring a lot; Low "cost" of entry (e.g. time, energy)

Joshua: I'm willing to try it because it sounds relaxing

SORTING

Common Answers

Unique Insights

Knowledge Questions

Tried other mindfulness:

Meditation; mindfulness techniques: Awareness; Yoga; EFT Tapping; Q. Gong; Other forms of breathwork

What have you learned about breathwork:

Can lead to physical healing; Can lead to emotional healing

Options & Values

Thoughts about breathwork:

Transformative; Became easier; Helps me reestablish connection w/ my body; Slows down the activity of my mind; Helps me process things more deeply; Regulating the nervous system; Reintegrating trauma; Releasing energetic blockages

Better than watching YouTube Shorts; I think it could be beneficial; I've heard amazing stories from friends who've tried it; Help state of mind through breathwork is interesting; Sounds relaxing

What would help you try it:

length of session; Testimonials; Time / Convenience; I would need to feel comfortable

Have finished all my work/tasks for the day

Choosing a practitioner:

Well trained; supportive energy; Expertise in the area; Calm & Pleasant; Word of mouth / reputation; Availability; Price; Promote a relaxing atmosphere; Understanding what they have to offer; Need to feel I can trust them

How they speak about breathwork's benefits; Healing gifts (intuitive, clairvoyance, etc.); Interview them - get a feel for them

Values

Why did you try it?

Open to trying new instruments & spiritual services; What could I gain from it; Tried and benefited from other mindfulness practices; Always looking to add skills; Loved a previous experience

What would keep you from trying:

Money; Setting; Information indicating it doesn't work; Others expressing didn't get what they wanted out of it; Cost

Feel about trying new things:

Open to learning different methodologies; I believe there is a lot to be gained from a variety; I like mindfulness practices; Generally find trying new things exciting

Generally reluctant; Always a bit of nerves at first, but also excited to do it

How comfortable with practices involving intentse emotional or physical sensations?

Comfortable; I believe the sensations are coming up for a reason; Trying to highlight something to pay attention to; the physical and emotional sensations were really interesting; Good as long as I'm aware at the outset w/ what is involved

at first physical sensations were uncomfortable, but ultimately felt support I received helped me keep going; Emotional - depends; trust in person mandatory; Not at all comfortable

Would the possibility of experiencing strong emotions make you hesitant to try:

If it's in a group setting I'd be more hesitant to let my emotions flow

Experiences & Behaviors

Currently experiencing stress, anxiety, etc:

Stress comes up occasionally as a circumstance is (e.g. having a kid or my pets); The last few months... all these things; Lots of shifts/ growth happening; Waves of different emotions coming up; Working through old beliefs that it's time to shed

No

Goals for health:

Always trying to be healthier: mental, physical, emotional, spiritual; Always a work in progress; I want to keep improving; Take care of my mental & emotional health / daily; Deeper connection with my body; Decrease anxiety & emotional stress; Increase self-awareness; Trust my intuition

I just don't want to be "disabled" at the end of my life if I can help it

Motivations for making changes:

To live up to my potential; Better relationships w/ loved ones; Feeling stressed & overwhelmed; Sufficient amounts of pain or discomfort; Desire to achieve a thing; Desire for something different

self-motivated; Knowing there's always expansion waiting for us; Even when it's challenging, growth is necessary for our highest evolution

Feelings

Any fears, worries, concerns about trying:

About the actual breathing; How hard it was in the beginning to maintain the pattern; I wasn't sure what it would entail; If I can do it correctly so I can reap the full benefits

I'm often asked about it's safety for everyone; Is there anyone who shouldn't be doing it?

Methods use to handle stress and anxiety:

Acupuncture; Meditation; Exercise; Being in nature; Yoga; EFT Tapping; Dancing; Time with friends & dogs; Staying connected spiritually; Self-care; Q. Gong; Talking through it

Alcohol; Masturbation; Isolation; Sleep; Gaming; Building things

How would you feel about trying:

Willing to try. Sounds like it can offer some benefits w/o requiring a lot; Low "cost" of entry (e.g. time, energy); I'm willing to try it because it sounds relaxing

Overall feelings and opinions?

"I love breathwork and look forward to doing it again."; "A wonderful modality that can help you release emotions or other stuck energy in the body. I highly recommend."; I was able to reach a deeper level of relaxation & awareness; I felt the effects that day as well as the next; It seemed like she'd been conducting them for a long time; I loved the music she chose; Lourdes was a calming guide & presence; I look forward to doing more; Regulating the nervous system; Connecting w/ my intuition; Working through tough emotions; "A powerful healing modal...

AFFINITY MAPPING

Requirements / Features

Easy to follow; Well organized info; Information is clear and concise; EVIDENCE based (e.g. scientific); Accessibility & Inclusivity - LGBTQ; Aesthetic Appeal - calming; About Lourdes; About Breathwork; Services; Price; Set up Appointments w/ Calendly; New Patients - What to Expect

The Practitioner

Well trained; supportive energy; Calm & Pleasant; Promote a relaxing atmosphere; How they speak about breathwork's benefits; Need to feel I can trust them; Interview them - get a feel for them

The Benefits

Transformative; Helps me reestablish connection w/ my body; Slows down the activity of my mind; Helps me process things more deeply; Regulating the nervous system; Reintegrating trauma; Releasing energetic blockages; I believe the sensations are coming up for a reason; Trying to highlight something to pay attention to; the physical and emotional sensations were really interesting

Quotes

"A wonderful modality that can help you release emotions or other stuck energy in the body. I highly recommend."; I was able to reach a deeper level of relaxation & awareness; I felt the effects that day as well as the next; Connecting w/ my intuition; Regulating the nervous system; at first physical sensations were uncomfortable, but ultimately felt support I received helped me keep going; Lourdes was a calming guide & presence; It seemed like she'd been conducting them for a long time; "A powerful healing modality."; "I look forward to doing more."

Coping Mechanisms

Acupuncture; Meditation; Exercise; Being in nature; Yoga; EFT Tapping; Dancing; Time with friends & dogs; Staying connected spiritually; Self-care; Q. Gong; Isolation; Talking through it; Sleep; Gaming; Building things; Alcohol; Masturbation

Options

Price; length of session; Testimonials; Understanding what they have to offer; They are calm / Create a calm environment; Interview them - get a feel for them; What to expect; "I'd be optimistic, healthy, affordable solutions."; Safety - Is there anyone who shouldn't be doing it?; how often is it doing it beneficial?; Is a best have a professional guide you one on one?

Dynamics

Difficult emotions that might come up; Atmosphere; Information indicating it doesn't work; Others expressing didn't get what they wanted out of it; Always a bit of nerves at first, but also excited to do it; Stressful life circumstances

Emotional - depends; trust in person mandatory; If it's in a group setting I'd be more hesitant to let my emotions flow; How hard it was in the beginning to maintain the pattern; I wasn't sure what it would entail; If I can do it correctly so I can reap the full benefits; Safety - Is there anyone who shouldn't be doing it?

Motivators

To live up to my potential; Better relationships w/ loved ones; Feeling stressed & overwhelmed; Sufficient amounts of pain or discomfort; Desire to achieve a thing; Desire for something different; Awareness - Challenges are necessary for growth

Goals

Healthier: mental, physical, emotional, spiritual; Take care of my mental & emotional health / daily; Deeper connection with my body; Decrease anxiety & emotional stress; Increase self-awareness; Trust my intuition