

# How to Get Inside Their Head

## *Go Deep and Dark*

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**Write this as if YOU were your ideal client and what is going on in THEIR head.**

1. What do you secretly fear may be true about your situation?
2. What do you worry about? What keeps you up at night?
3. What do you not look at because it triggers too much fear?
4. What's the worst case scenario?
5. What's a worst case scenario that's FAR worse than your current worst case scenario?
6. How do you fear others (close friends, family, partner, clients) would react if they found out about your situation?
7. What do you fear might fail in your life if your situation continues to get worse?
8. Where will you lose power, influence and control in your life if things don't change or get worse?