

How to Get Inside Their Head

Go High as the Sky

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

1. What do you secretly wish was true about your situation?
2. What do you hope is actually true about your situation?
3. What are you betting on being true about your situation?
4. What's the OMG, I cant believe that exists "dream solution" that you'd pay almost anything for?
5. If it could happen perfectly, how would that story go?
6. How will others respond to you if you get this situation fixed in an ideal way?
7. What will you be able to do, get or achieve if your fantasy situation comes true?
8. Where will you be more powerful and influential in your life if your fantasy situation comes true?