Create To Soar

**BUSINESS**

1. **WHAT BUSINESS DO WE WANT TO HAVE?**
2. **WHAT DOES IT BRING IN OUR LIFE?**
3. **WHAT DOES IT BRING IN PEOPLE’S LIFE?**
4. **WHAT ARE VALUES?**
5. **WHAT IS OUR MISSION?**
6. **WHAT IS OUR VISION?**
7. **WHAT DOES A WEEK/MONTH/YEAR LOOK LIKE FOR US?**
8. **HOW DO WE FEEL IN OUR BUSINESS?**
9. **HOW DO OUR CLIENTS FEEL WHEN WE PRESENT OUR BUSINESS TO THEM?**
10. **WHAT INCOME DOES OUR BUSINESS BRING US?**
11. **HOW DO WE GROW AND EXPAND OUR BUSINESS?**
12. **WHAT AND WHO DO WE NEED TO BECOME IN ORDER TO RUN A WILDY SUCCESSUL INTERATIONAL BUSINESS?**

**CLIENT**

1. **WHO IS OUR IDEAL CLIENT?**
2. **WHERE DOES SHE LIVE?**
3. **WHAT DOES SHE LOOK LIKE?**
4. **WHAT IS HER PERSONALITY?**
5. **WHAT ARE HER VALUES?**
6. **WHERE IS SHE IN HER LIFE NOW?**
7. **WHAT WOULD SHE LIKE TO HAVE IN HER LIFE?**
8. **WHAT ARE HER DREAMS?**
9. **WHAT IS HER INCOME?**
10. **WHAT WOULD SHE INVEST IN?**
11. **HOW AND WHERE DO WE REACH HER?**
12. **HOW WOULD SHE LIKE TO RECEIVE OUR PRODUCT?**
13. **WHAT SUPPORT DOES SHE NEED?**
14. **HOW WOULD SHE BECOME OUR LOYAL CLIENT?**
15. **HOW WOULD SHE KNOW THAT SHE BENEFITED FROM OUR PRODUCT?**
16. **WHAT WOULD SHE DO NEXT, AFTER SHE BENEFITED FROM OUR PRODUCT?**

**PRODUCTS**

1. **WHAT PRODUCTS DO WE OFFER?**
2. **HOW DO THEY LOOK LIKE?**
3. **HOW DO THEY BENEFIT PEOPLE?**
4. **HOW DO WE SPREAD THE MESSAGE ABOUT OUR BUSINESS AND PRODUCTS?**
5. **HOW DO WE DELIVER THE PRODUCTS TO THE PEOPLE?**
6. **HOW DO THEY FEEL HAVING PURCHASED OUR PRODUCT?**
7. **WHAT DO THEY HAVE TO DO AFTER PURCHASING OUR PRODUCT?**
8. **WHAT SUPPORT DO WE OFFER TO THEM ONCE THEY PURCHASED OUR PRODUCT?**
9. **HOW DO WE MAKE THEM FEEL?**
10. **HOW DO THEY KNOW THEY HAVE BENEFITED FROM OUR PRODUCT?**
11. **WHAT DO THEY DO NEXT?**
12. **HOW DO WE SUPPORT THEM NEXT AND TRANSFORM THEM IN A LOYAL CLIENT?**