

Please answer the following questions:

1. Whose opinion do you listen to? _____
2. Whose opinion do you value? _____
3. Have you ever translated a hobby into income? _____
4. What constitutes happiness to you? _____
5. Do you play to win or play to keep from losing? _____
6. Can you explain the difference between influence and control? _____

7. Where do you find magic? _____
8. Where do you find hope? _____
9. Where do you find beauty? _____
10. Do you like things that are “different” every time? (i.e., do you have multiple recordings of the same song?) _____
11. Is your memory as good as you think it should be? _____
12. And what do you remember most often? _____
13. Can you give us an example of something you believe that is phony or inauthentic? _____
14. How do you define service? _____

15. What separates good service from bad service? _____
16. How do you define the “moment of value” for a product or service? (i.e., when does something have its greatest value for you?) _____

17. Where do you find excitement? _____
18. Where do you find passion? _____
19. Where do you find satisfaction? _____

20. What is your most common source of frustrations? _____
21. Whom do you respect? _____
22. Who do you respect? _____
23. What magazines do you subscribe to or read? _____
24. What television shows do you regularly watch? _____
25. How would you describe the kind of music you most frequently listen to at home, at work, and in the car? _____
26. What is your favorite movie? _____
27. In which room of your home are you the most comfortable? _____
28. Are you more or less comfortable with people your own age? _____
29. What one possession of yours do you believe best defines you? _____
30. If you were going to learn or do something you've never done, what would it be?

31. If you were a time traveler would you rather live in the future or past? Or would you stay in the present? _____
32. If you had to describe your lifestyle in one word, what would that word be? _____
