

WHO ARE YOU?

Whose opinion do you listen to?

Whose opinion do you value?

Have you ever translated a hobby into income?

What constitutes happiness to you?

Do you play to win or play to keep from losing?

Can you explain the difference between influence and control?

Where do you find magic?

Where do you find hope?

Where do you find beauty?

Do you like things that are “different” every time? (ie., do you have multiple recordings of the same song?)

Is your memory as good as you think it should be?

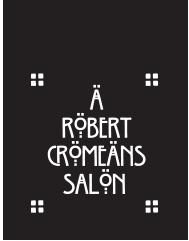
And what do you remember most often?

Can you give us an example of something you believe that is phony or inauthentic?

How do you define service?

What separates good service from bad service?

How do you define the “moment of value” for a product or service? (i.e., when does something have its greatest value for you?)



WHO ARE YOU?

Where do you find excitement?

Where do you find passion?

Where do you find satisfaction?

What is your most common source of frustrations?

Whom do you respect?

What do you respect?

What magazines do you subscribe to or read?

What television shows do you regularly watch?

How would you describe the kind of music you most frequently listen to at home, at work, and in the car?

What is your favorite movie?

In which room of your home are you the most comfortable?

Are you more or less comfortable with people your own age?

What one possession of yours do you believe best defines you?

If you were going to learn or do something you've never done, what would it be?

If you were a time traveler would you rather live in the future or past? Or would you stay in the present?

If you had to describe your lifestyle in one word, what would that word be?