

WORKSHEET

First One-to-One Conversation - Practice Powerful Questions Are Your **KEY** to Success

REMEMBER: It is ALL about THEM • Be genuinely curious! • Discover What INSPIRES Them!

Pay attention to their eyes “dancing” (when they are animated, they are inspired)!

Ask them to tell a highlight, peak experience story . . .

F – Family

O – Occupation/Vocation

R – Recreation

M – Message:

What’s most important to this person? What does he or she stand for?

What is it they value?

Are they involved in charitable causes that are near and dear to them?

1. How long have you lived in Eugene? Why did you (and your family) choose Eugene?
2. What do you **love** most about living here?
3. Recreationally, what is your most **favorite** thing to do? How did you get started doing that?
4. What do you **love** about it?
5. Ask them to share a highlight, peak experience when they did this . . . **STORY!**
Who was with them?
What made it so memorable?

6. Where is your most **favorite** place to go in the area? And, why?

7. Have you lived other places that you loved? Where was your favorite? Why?

8. Do you have a place you and/or your family dream of living? Where and why?

9. Ask about their family – partner, kids (ages, names, interests)
 - How long married or . . . ?
 - Dreams for kids?
 - Favorite Family Vacation?

Beginning of Business Questions: Only after you know what they are passionate about!

10. How did you get started in your business? Did it grow out of a passion?

11. What is the ONE thing you truly love most about your business/vocation?

12. What one thing would you do with your business if you knew you could not fail?

13. What separates you and/or your company from the competition? Dig deep here . . .

14. What inspires you? Who inspires you?

15. What is it you are working to accomplish in 2013?

16. What do you think it would take to double or triple your business revenue in 2013?

17. Who are the experts or most successful people in your industry? What makes them an expert or so successful? Do you have a relationship with them?