

HOW TO CREATE A THRIVING HOME-BASED
COACHING BUSINESS

MARKETING GIFT

Meet The One In 21 Questions

THE COACHING INSTITUTE

MEET THE **ONE** IN 21 QUESTIONS

Q1	What's their name?
	<ul style="list-style-type: none">•
Q2	How old are they?
	<ul style="list-style-type: none">•
Q3	What do they do?
	<ul style="list-style-type: none">•
Q4	How much do they make?
	<ul style="list-style-type: none">•
Q5	Where do they live?
	<ul style="list-style-type: none">•
Q6	What's family like? (eg. single, married, kids...)
	<ul style="list-style-type: none">•
Q7	Where do they hang out?
	<ul style="list-style-type: none">•••••
Q8	Where do they go to find information?
	<ul style="list-style-type: none">•••••

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Q9	What makes them happy?
	<ul style="list-style-type: none">•••••
Q10	What gets them mad?
	<ul style="list-style-type: none">•••••
Q11	What do they worry about?
	<ul style="list-style-type: none">•••••
Q12	What frustrates them?
	<ul style="list-style-type: none">•••••

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Q13	What are some of their fears?
	<ul style="list-style-type: none">•••••
Q14	What is their biggest problem?
	<ul style="list-style-type: none">•••••
Q15	What is their deepest desire?
	<ul style="list-style-type: none">•••••
Q16	What do they say they want?
	<ul style="list-style-type: none">•••••

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Q17	What do they really want and will never admit?
	<ul style="list-style-type: none">•••••
Q18	Who do they trust?
	<ul style="list-style-type: none">•••
Q19	Who do they distrust?
	<ul style="list-style-type: none">•••
Q20	How do they see themselves?
	<ul style="list-style-type: none">•••••
Q21	What are they afraid others may find out about them?
	<ul style="list-style-type: none">•••••



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