

1. How old are you?
2. What is your marital/relationship status?
3. Write down gender, not that you will have to ask this question.
4. What is your educational background?
5. What is your current job or business title?
6. How satisfied are you with that?
7. What are your self-care habits?
8. What are you passionate about?
9. What are your highest priorities and core values?
10. What is going on for you right now in [FILL IN YOUR AREA OF FOCUS]?
11. What are your current goals in [FILL IN YOUR AREA OF FOCUS]?
12. What's your vision for in [FILL IN YOUR AREA OF FOCUS]?? Now, go bigger - what's your biggest vision, if nothing were stopping you, if you knew you couldn't fail?
13. What does it mean to you?
14. Why is that important to you?
15. What would life be like for you, if you created it? What would it mean for your larger vision?
16. What's stopping you from creating what you just described? What are your biggest obstacles and challenges with creating it?
17. What are your most pressing problems or concerns right now with your life?
18. What, if anything, do you worry about? What keeps you up at night?
19. If you could wave a magic wand, what would you make disappear from your life?
20. What breakthrough would you like to have in [FILL IN YOUR AREA OF FOCUS]??

21. What are you looking for next in your life that you want help with?
22. Is there anything in your life you wish you could make time for, but you really have trouble fitting it in?
23. What motivates and inspires you in [FILL IN YOUR AREA OF FOCUS]? (or whatever keywords relate to your specific product/service/brand here)
24. If you could have [THE MAJOR RESULTS THEY WANT], what would that be worth to you?
25. Can you think of a dollar range that you would be willing to pay to have those results?
26. Why would you work with me or not work with me? Please be specific.
27. What are your thoughts on the investment to work with me?
28. What objections do you have to investing in services that will help you live your biggest vision?
29. What attracts you to my work?
30. Do you have any current coaches?
31. What blogs do you follow?
32. How do you do research or get information?
33. What media do you consume? (magazines, tv shows, radio programs, podcasts, etc.)
34. What courses have you taken in the past having to do with [FILL IN YOUR TOPIC]?
35. How did you find out about me?
36. What value have you received from working with me or do you hope to receive from working with me?