Adapted From Chapter 6 of

*Referral Upgrade: A New Way to Find Your Very Best Clients*

Thanks for downloading The Big Three Profile. I think you will find this document extraordinarily useful in finding and meeting your very best clients. If you have already read *Referral Upgrade* you’re familiar with The Big Three Profile. I’ve put all this in a word doc so that you can easily customize it to fit your business. Also note the definitions at the bottom of this page if you are new to this material.

We have only so much time in each day. So let’s invest it in the most satisfying and profitable way we can, for ourselves and for others. Doesn’t it make sense to go after our best opportunities? Yet if we don’t know specifically whom we want to meet, how can we expect our clients and referral sources to know?

Don’t you want to spend your time with your Big Three- your very best clients, referral sources and opportunities? It’s fine if your idea of your Big Three is a bit vague right now. You may not have considered the questions in this document as they relate to your vision of your best life going forward, but they are worth knowing the answer to.

Most of us ask to be referred to, well, anyone. But you don’t want to be referred to just anyone. You want to be referred to your best possible clients and referral sources. You might be more specific and ask, “Whom do you know that I can help in this kind of work?” It’s likely that even then you will get a pretty vague answer. You are asking your client to determine who is a good match for your product or service without clear direction from you. You have to fill out your own Big Three Profile so that you and your potential referrers will know exactly who you want to meet.

This download of The Big Three Profile contains many more questions than I would ask in an interview or that I would expect you to answer for your own profile. I have included plenty of questions here so that you can pick and choose those that you feel best suit you and your business. Generally I ask about 10 questions in an interview, but I have about 20 questions with me so that I can ask questions that seem most appropriate as I proceed through the interview. You will likely find this flexibility useful in your interviews.

You want your potential referrer to know who your ideal client is and precisely how your product or service can benefit him or her. And you want to know the same information about the person you are interviewing. And only he or she can answer the question, “Whom do I want to work with, who are my best referral sources and what are my best opportunities?” It is highly probable he or she will not have given this much thought either, until you ask him or her. Let’s consider the Big Three one at a time.

**Your Best Clients**

Is he or she single, married or have a family? How old is he or she? Is marital status or age relevant to your business? Does he or she own a business? Is your best client the business itself, the business owner, the executives or the staff? I tend to think of my best client as the person who writes the check or has the power to say yes to what I am offering.

Do you want to go after the biggest clients you can find, or is mom-and-pop your battery charging market? Is your market wealthy families, athletes, a specific type of business, charities, or someone else entirely?

You can have more than one type of best client, but if you have too many, perhaps you need to be more focused. Get as specific as you can in identifying your best clients and come up with a detailed written statement of who they are. Provide details so that you and your referrer will know them when you see them. See the example of my Big Three.

**Your Best Referral Sources**

Referrers are individuals who have a relationship of trust with your Big Three, either as friends or advisors. Chances are your Big Three are quite similar to those of your best referrers. For example, you and your referrers may have working relationships with attorneys, accountants or bankers. Or, perhaps, your best referrers work in the same or a related industry, but in a different business or a subset of your business.

**Access to Your Best Opportunities**

This is a broad category because opportunity is in the eye of the beholder. Opportunities represent people, places and things that attract your best clients and referral sources, such as membership in a particular social or business organization. You want a group that passes your screen tests and attracts plenty of your best clients and referral sources.

Are your best opportunities found in civic or business groups or perhaps golf or car clubs? Is it the Chevy Club or the Lamborghini Club? Opportunities can be found during one-on-one or smaller-group experiences. A good opportunity doesn’t have to be elaborate. Having someone over or out for dinner with his or her family are good examples. Use your imagination and create your own specific opportunities, such as events and gatherings of almost any kind, anywhere.

To give another example, recently I was privileged to participate in creating both a golf group and a business group of about forty people each. Both groups evolved from unexpected conversations while playing golf and at lunch with colleagues and friends. These turned out to be great opportunities for everyone involved. Give yourself access to opportunity through your membership in groups that attract your Big Three and watch the magic happen.

Opportunities are often indirectly beneficial. To paraphrase Robert Louis Stevenson, “Judge each day not just by the harvest you reap, but by the seeds you plant.” The briefest of conversations or encounters can lead to wonderful opportunities.

Often, I will attend an event or meet with someone, and what I thought was the opportunity in fact pales by comparison with the much bigger opportunity that eventually unfolds. Take, for instance, the day I attended a continuing education seminar with my friend Eric Miner, who eventually introduced me to my wife. That was a terrific day. My kids think so too.

**My Big Three**

Below is a detailed description of my Big Three to help spark your thinking. My Big Three have changed dramatically over the years and continue to change as my ideas, opportunities and business evolve.

**My Best Clients**

I have three distinct best-client categories:

**Individuals and Families**

They are intelligent, usually married, with children and perhaps grandchildren. They love their family. They are charitably involved and civically and socially active. They have a high-net worth and are insurable.

They pass my screen tests. They are concerned about how their children will turn out, about their personal and family legacy and estate taxes. In a perfect world, they are connected to other Big Threes. They have dreams they want to fulfil and are looking for opportunity. That gives me an opening to introduce them to people and ideas that can help them realize their vision. Many of the opportunities I might share with them have nothing to do with insurance.

It should be easy to support your criteria for selecting your ideal client. Ask yourself why he or she would have these characteristics. For example, the reason my ideal client is usually married or has children is because no one buys life insurance if he or she doesn’t love someone or something, such as his or her family or a charitable cause.

**Charities**

Successful charities with a committed donor base. We have expertise that can greatly increase the success and certainty of their fundraising.

**Businesses**

Successful businesses with net annual revenue over one hundred million dollars are the third category of ideal client for our team. We have solutions for businesses of this size and caliber that can supercharge their success and increase their security.

**My Ideal Referral Sources**

Our preferred referral sources work with our best client type, as a regular part of their business. These advisors are educated about and/or are open to learning more about high net-worth wealth transfer or charitable ideas or other opportunities for already highly successful individuals, families and businesses.

These advisors pass my screen tests and include estate planning attorneys, CPA’s, money managers, fundraisers, investment bankers, and other financial experts. Some of my best referrers are other life insurance agents who know our best client type and can benefit from partnering with us.

You may be surprised to see life insurance agents on my list. Our team has national caliber expertise in our areas of specialty. The life agents we work with bring the client, and we bring the expertise. That’s a win for everyone. You can do this same thing in your business, as joint work is a great way to leverage everyone’s opportunity. Leverage your time and resources so that you can bring your best ideas and capabilities to your best clients and referral sources. I partner all the time. Sometimes I’m the person bringing the client, other times I’m the subject matter expert. It’s all driven by our client’s or partner’s needs.

**My Ideal Opportunities**

It’s easier to recognize your best clients and referral sources than your best opportunities. The purpose of your best opportunities is to give you access to more of your best clients and referral sources. So anything which accomplishes that qualifies as a best opportunity.

I’ve alluded to specific types of my best opportunities, but new ones emerge all the time that are not on this list. Identify and pursue those you can spot readily and be ready for the surprises that appear out of the blue. These can be tremendous. Some of my best opportunities are as follows:

✧ Invitations to visit or join groups or events where my ideal clients and advisors are present in abundance,
✧ Speaking opportunities in my areas of expertise,
✧ Lectures or workshops on subjects that charge my batteries and help me move forward.

**Identifying Your Big Three**

Take time to complete your own Big-Three profile now, and you will be well prepared to interview your best clients and referrers. Your chance of meeting them will skyrocket, because when you know specifically whom and what you’re looking for, you become a magnet for them.

By taking the time to complete the profile, I refined my vision when I began to think in terms of my Big Three. I wanted to work not only with people whom I liked, trusted and respected, but also with those who charged my batteries and could help me advance my vision of my best life going forward. My intention is to teach you how to do this for yourself and for others in order to help them, refer them and be referred by them.

We all share this in common about our vision. Either we want to do what we are presently doing better, or we want to do something else entirely. Or perhaps it’s somewhere in between. Whatever it is that motivates us, improving what we are currently doing will get us to our goal sooner. The most efficient way to enhance our current business is to meet more of our very best clients and referrers.

As you complete your own profile, begin with your vision and identify your Big Three with that vision in mind. When you have done this for yourself, you will be able to do this for others, and you will move towards your dream by helping them achieve theirs.

The profile that follows lists some of my favorite questions. I’ve included plenty of questions to add flexibility and allow you to pick and choose which questions are most appropriate for your own vision, style and business. The questions are listed by category as business and personal. You can choose to complete only those questions that will best identify your Big Three to your potential referrers and delete those questions that don’t apply to you. You’re creating the first draft of your own profile which, with some improvements, you will later share with your best clients and referrers.

**Definitions**

**Best Client:** a client who passes the screen tests and can make use of your best skill sets, products or services & ideally introduces you to your Big Three.

**Best Opportunity:** a place or thing that passes the screen tests and will lead you to more of your Big Three.

**Best Referrer:** a referrer who passes the screen tests and who steadily refers you to your Big Three.

**Big Three:** Your best clients, referrers and opportunities.

**The Big-Three Interview:** the interview you conduct with your best clients or referrers to identify their vision and help them find their Big Three.

**The Big-Three Profile:** the questionnaire you use in the Big-Three interview to help your clients and referrers identify their vision and discover their Big Three, also used as a road map for introductions.

**Big-Three Referrer:** a client, center of influence, strategic partner, or friend who refers you to your Big Three.

**The Screen Tests:** three tests to help you identify your Big Three, namely, the Buffet test, the battery test, and the access-to-opportunity test.

They are in succession:

**The Buffet test**: my phrase for applying Warren buffet’s quotation to your potential clients and referrers, “Regardless of the numbers, I never work with anyone I don’t like, trust and respect.”

**Battery Test**: a method to determine whether to do something or not. Ask yourself, “does this charge my batteries, or does it drain them?” if it charges them, do it; and if it drains them, don’t.

**Access-To-Opportunity Test**: ideally, opportunities will pass the Buffet and the battery tests and will lead to more opportunities to meet your Big Three. The more of your personal time and effort they require, the more true this should be. Use these standards as you consider whether to join a club, charity, or any organization, whether for business or pleasure.

Please visit my blog for more information on how you can spend all of your time in front of your very best clients or contact me at Hank@hankfrazee.com

Of course I suggest you read *Referral Upgrade: A New Way to Find Your Very Best Clients* to make the most of this material. You may also want to check out our occasional two day seminars to truly master this extraordinary way of meeting your Big Three and achieving your own vision of your best life going forward.

Good luck and my best wishes to you,

Hank

# THE BIG-THREE PROFILE FOR

# Name: Date:

**Business**

*What do you do for a living?* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*How did you get started in your line of work?* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*Describe your best types of clients? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*What do you do for your very best clients? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*Describe your best types of referrers: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*Whom would you like to meet, specifically or generally? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*What do you see as your best opportunities to grow your business? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*How do you meet new clients and referrers? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*What groups or organizations attract your Big Three (your best clients, referrers, and opportunities)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*What activities might give you greater access to your Big Three? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*What might someone say that would indicate to me that this is someone you should meet?*

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*If you weren’t doing this, what would you love to do? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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**Personal**

*What is your vision of your best life going forward? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*Do you play golf or other sports? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*Which of your current advisors would you recommend and why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Tell me about yourself, your family, and your interests? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*What are your favorite charities? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*Where did you grow up? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*Where did you go to school? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*What are you most proud of? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*If we were sitting here three years from today, looking back to today, what has to happen for you to feel happy personally and professionally?\* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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*What are your top three dangers, opportunities, and strengths? \* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\*Questions with an asterisk are from Dan Sullivan at The Strategic Coach ®