



AUTHENTICITY

What is your stance? What pisses you off?
What fires you up? What are you passionate about?

What are your strengths? What do your friends and clients love about you? What words do people use to describe you?

What do you want to be known for? What are you an expert in?

What words describe your work? Your style?
The type of work you want to be known for?
How do clients describe your work?

What results do you provide for your clients?
How do you make their lives better? How do you want to change your clients' lives?

What is the best testimonial you've ever received? What did that customer say about working with you and/or your products?